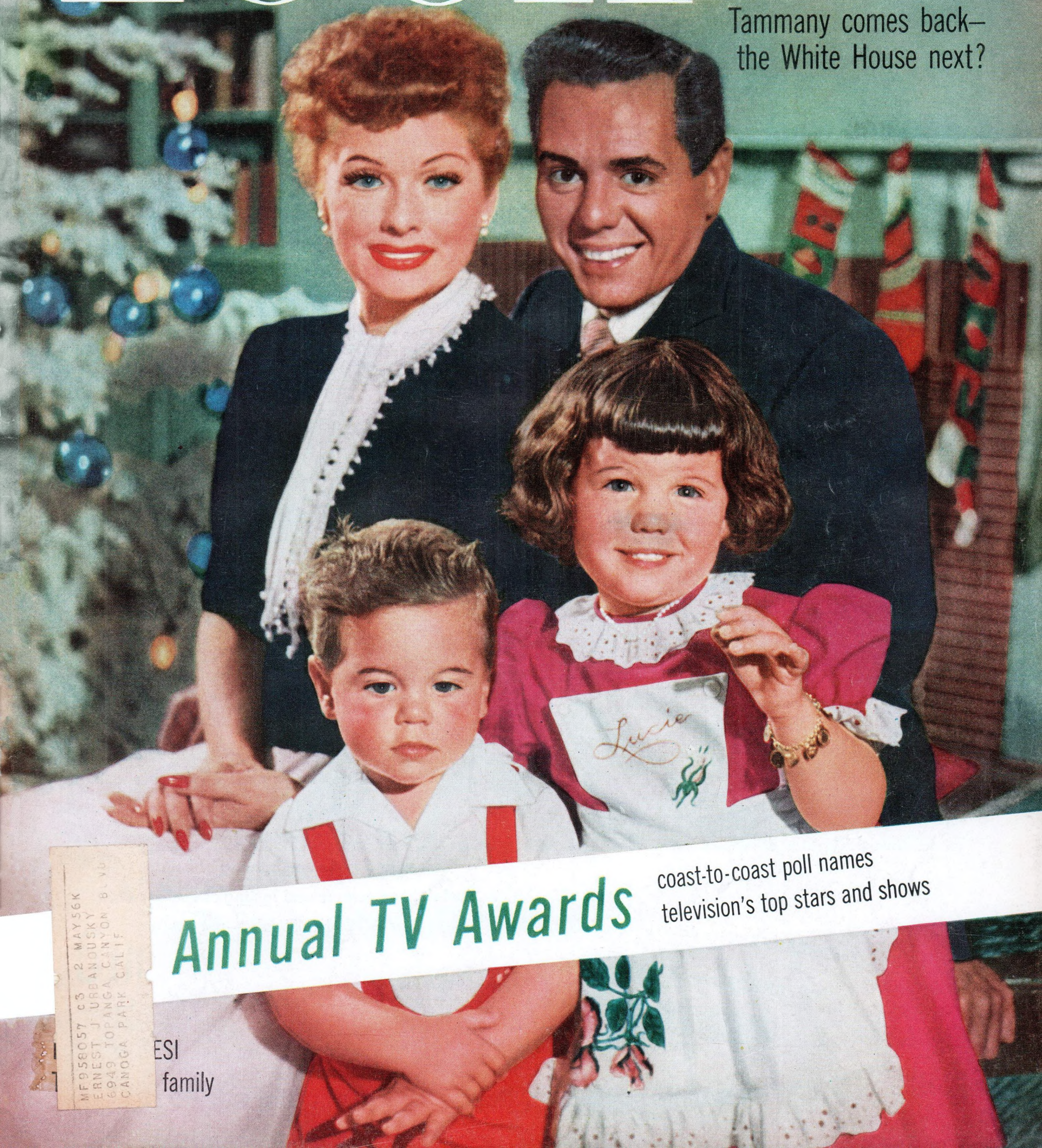


LOOK

15¢ DECEMBER 28, 1954

BABIES FOR SALE
our last black market

Tammany comes back—
the White House next?



Annual TV Awards

coast-to-coast poll names
television's top stars and shows

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just-right sweetness and lasting crispness.

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For **BREAKFAST** it's dandy!

For **SNACKS** it's so handy...

or eat it like **CANDY!**



“If he’d only call her up...”

“I’m sad, too, when she’s upset. If he’d only call her up everything would be all right. Just one little telephone call can save so much time and worry.”

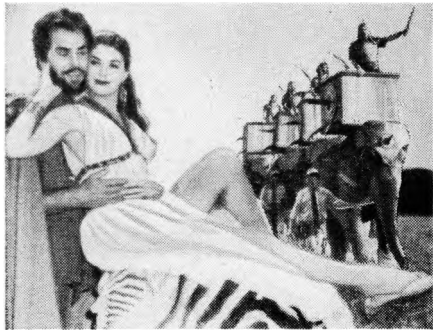
BELL
TELEPHONE
SYSTEM



**PICTURE
OF THE MONTH**
IN
CINEMASCOPE

"Jupiter's Darling", the New Year's musical pride and joy from M-G-M, just can't help being everybody's darling!

It's a bang-up job of movie-making, a giant and jubilant musical with Esther Williams, Howard Keel, Marge and Gower Champion, George Sanders, producer George Wells, director George Sidney and screenplay writer Dorothy Kingsley all having a hand in making it spectacular fun.



The racy result—decked out in Color and spread out in CinemaScope with a fabulous parade of pastel-painted elephants thrown in for good measure—is a young-in-heart, tongue-in-cheek take-off on the grandeur that was Rome, smartly done up with the musical "know-how" that is M-G-M.

The eye-filling Esther Williams, of course, is "Jupiter's Darling". The wonderfully giddy notion of the story (which bounces out of Robert E. Sherwood's playful play, "Road to Rome") is that Esther's not only the reason why the Roman boys never left Rome—but the gorgeous reason that the conqueror Hannibal never got there.

Howard Keel, who was so riotously red-headed in "Seven Brides", is in great voice and high spirits again. He's Hannibal but only human. He can get an army on elephant-back over the Alps. But, he can't get over Esther in her Hooray-array of filmy tunics and early bikinis.

Marge and Gower Champion happily play a second pair of scrappy lovers and bob up with truly tip-top *tapsichore*. George Sanders, as Esther's stuffed-toga fiance, the Emperor, may not be historically accurate; but he's hysterically funny!

Maybe Rome was never like this. Maybe the gleaming chariots *weren't* built for woo. Maybe Rome couldn't gasp, as we can, at Esther in her three underwater wonder-sequences. Maybe the Apian Way *wasn't* this way—teeming with sandals tapping to Harold Adamson-Burton Lane song hits like "Never Trust A Woman", "I Had A Dream", "Don't Let This Night Get Away". Maybe Nubian slave marts, vestal virgin pools, elephant ballet groups and marble statues *didn't* burst into youthful, spoo-full life. Maybe Esther didn't even turn the Road to Rome into a lovers' lane...

So much the worse for Rome, say we! No wonder it declined and fell! By Jupiter! We prefer Rome's hey-heday as it leaps at us with "Jupiter's Darling". And so will you!

★ ★ ★

M-G-M presents in CINEMASCOPE and COLOR "JUPITER'S DARLING" starring ESTHER WILLIAMS, HOWARD KEEL, MARGE and GOWER CHAMPION, GEORGE SANDERS with RICHARD HAYDN, WILLIAM DEMAREST. Screen Play by Dorothy Kingsley. Based on the Play "Road to Rome" by Robert E. Sherwood. Songs: Burton Lane and Harold Adamson. Choreography by Hermes Pan. Photographed in Eastman Color. Directed by George Sidney. Produced by George Wells. An M-G-M Picture.

P. S. 1955 will be the year of "The Prodigal"!

LOOK REG. U. S. PAT. OFF.
AMERICA'S FAMILY MAGAZINE

DECEMBER 28, 1954 • VOL. 18, NO. 26

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She shot the
ashes off the
Kaiser's cigaret

Her name was Phoebe Mozee and she was born in Darke County, Ohio, in 1860, and she could shoot the head off a running quail when she was twelve years old.

Once, at the invitation of Kaiser Wilhelm II of Germany, she knocked the ashes off a cigaret he was holding in his mouth.

When she out-shot the great exhibition marksman, Frank Butler, he fell in love with her and married her and they were ideally happy together for the rest of their long lives.

She could handle a rifle or a six-gun with an artistry unsurpassed by that of any human being before her time or, probably, since. And when she appeared with Sitting Bull and other notables in Colonel Cody's Wild West Show, she thrilled your father and mother—not as Phoebe Anne Oakley Mozee but as "Little Sure Shot," the immortal Annie Oakley.

Annie Oakley, the poor hack-country orphan girl who made her way to worldwide fame, was the very spirit of personal independence. That spirit is just as much alive in our generation as it was in hers. It is among the great assets of our people—and our nation. And it is one very great reason why our country's Savings Bonds are perhaps the finest investment in the world today.

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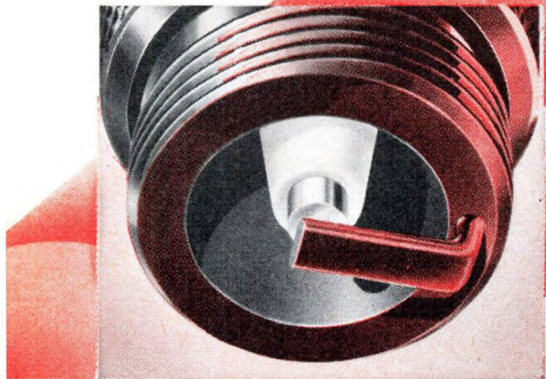
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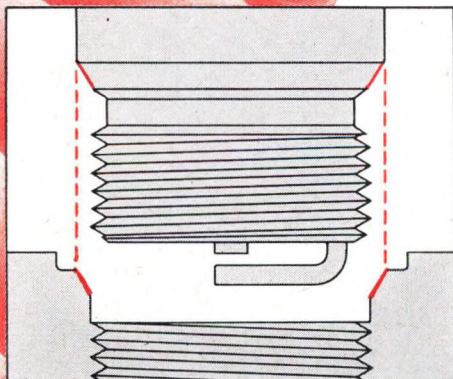


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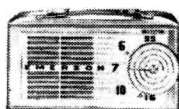
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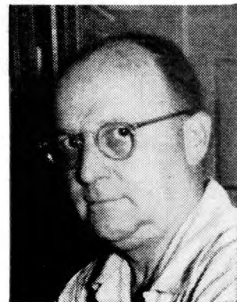
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BEHIND THE SCENES



Brother Sebastian's creator often
is mistaken for the amiable friar

The two tonsured chaps in the cartoon are Chon Day (seated at drawing board) and his newest character, kibitzing Brother Sebastian. The gentle monk Sebastian was born last spring in the unclerical atmosphere of Toots Shor's restaurant in New York. The event occurred when cartoonist Day (above) was lunching with Gurney Williams, humor editor of *Look*. Although there is no human counterpart for Sebastian, his creator does admit to a superficial likeness: "I wear mostly skin on my head and faintly resemble Brother Sebastian."

Chon has been drawing clerical cartoons for years. "I started drawing 'taboo' clergymen and friars because I didn't know better," he says. "I figured they were human beings, too, I guess." Evidently, the clergy agree with him: not a single ecclesiastic has ever complained about his humor. Oddly enough, another favorite cartoon topic for Chon is convicts. Prisoners sometimes send him ideas.

Chon (short for Chauncey) started out in engineering school, soon left and spent two underfed years in Greenwich Village in pursuit of Art. Then one day he sold a cartoon signed with his college nickname, "Chon." His fortunes rapidly turned, and now he is one of the most sought-after cartoonists in the business. Instead of working in New York, Chon lives in Westerly, R. I., and does his business by mail. Says he moved there to get away from commuters. His 80-year-old house was once used as a kindergarten. "The doorknobs are 27 inches from the floor, just right for kids and crawlers . . . or a person three feet tall," he notes.

Most of Chon's time, he says, is spent mailing things in the post office and wheeling a cart in supermarkets (he gets food and ideas at the same time). During the warm months, he devotes days to sailing, fishing and clam digging. He works mostly at night, after the house has stopped pulsating from the activities of his three sons. "The natives in town think I'm a bum, or on a night shift somewhere, or a bookie." Chon explains to them that he's retired. "That's as good as anything, I guess, after 25 years of cartooning."

IF YOU CAN BRUSH AFTER MEALS, THAT'S BEST—IF NOT

Here's a toothpaste for people who can't brush after every meal



***JUST ONE BRUSHING
destroys decay- and
odor-causing bacteria!***

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If you, like most busy people, can't brush after every meal, use Procter & Gamble's new Gleem with GL-70. Just one Gleem brushing destroys up to 90% of bacteria (major cause of tooth decay) and *wipes out their enzymes!* Only Gleem has GL-70 to fight decay . . . helps stop decay action with each brushing.

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Just brushing before breakfast with Gleem instantly stops mouth odor . . . and in 7 out of 10 cases, the mouth stays fresh the *whole* day. Yes, scientific tests prove brushing with pure, white Gleem protects against mouth odor all day.

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ONLY GLEEM has GL-70 . . . GLEEM fights decay by getting at the cause!



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Perfect to give . . . no filter compares with L&M's exclusive Miracle Tip for quality or effectiveness. Much more flavor, much less nicotine. And notice how easy it draws! L&M—America's best filter cigarette . . . in the most distinctive of holiday cartons.

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L&M—America's Best Filter Cigarette!

WHAT THEY ARE SAYING

“ Thrice-wed American novelist **Susan Yorke**: “Marriages that end in divorce are not necessarily failures.... My husbands and I have always been great friends.”



Susan Yorke

The *Boston Globe* on literary fame: “Mr. Hemingway had pretty fair luck. He fell out of an airplane and came up with a Nobel prize.”

Columnist **Mike Connolly**: “Movies on TV are like furniture—either Early American or Old English.”

Col. **John H. Dilley**, on dropping his ban on the wearing of slacks by American women in Frankfurt area of Germany: “We Americans place our women on a pedestal and all I ask is that they look good on it.”

Kathleen Dodds, head of an aristocratic school for girls in England: “There are three kinds of girls in any school—the outstandingly brilliant ones you can’t stop from getting on; the middle group whose work is good; and the last group, the dumb darlings who will make perfectly wonderful wives.”

Martha M. Eliot, chief of the U. S. Children’s Bureau, writing in the *New York Times* on an overlooked statistic: “Last year some 18 million boys and girls between the ages of 10 and 17 were *not* picked up by the police for any crime whatsoever.”

Actor **Orson Welles**: “I would like to do a simple, human undramatic film about the end of the world.”

Orchestra leader **Richard Hayman**: “The average woman considers the average man far below the average.” ”

rother Sebastian



CHON DAY

LOOK



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LETTERS

TO THE EDITOR

Squirrel

I have just finished reading *Little Squirrel Lost* (LOOK, November 16) for the third time. . . . I feel I must tell you that [the article] with its text and photographs is the most enchanting item I have ever seen. It strikes a particularly homey note to me because in our house we have a wee green parakeet who also thinks he is "folks." . . . I pity those in our world who do not know the pleasure obtained from some little pet. . . .

INEZ C. NELSON
Los Angeles, Calif.

. . . I think this is one of the most endearing sets of pictures I have ever seen. Jim and Pat Pond, the photographers, have done a wonderful job, and I think they have the makings of a best-selling children's book in the story of this little animal. . . .

MRS. T. E. PLUMMER
Rochester, N. Y.

Veterinarians and Dog Caesarean

Your article *Dog Caesarean* (LOOK, November 16) certainly was a nice portrayal of a Caesarean operation on the female dog. . . .

STANLEY C. WASMAN, D.V.M.
Miami Beach, Fla.

. . . Your article . . . states that Stanley Cole of Chicago "couldn't find a veterinarian who could repair the grievous damage: a crushed pelvis and two broken hips." In our opinion, this is a very unfair attack on the profession of veterinary medicine. . . . We feel that there were undoubtedly other circumstances that entered into the matter such as finances. . . . The problem could have been solved merely by calling the veterinary association in Chicago. . . . The owner would have been advised where to take the animal. . . .

WILLIAM K. RIDDELL, D.V.M.
GLENN F. AZLEIN, D.V.M.
Los Angeles, Calif.

. . . I'm really amazed that it took six doctors to deliver Kiska of her litter of pups. I believe most veterinarians will agree with me that a Caesarean is a more or less routine operation in small-animal practice. . . .

J. L. SULLIVAN, D.V.M.
Venice, Calif.

Mr. Churchill

A good article about *The Eighty Years of Churchill* by Robert E. Sherwood (LOOK, November 16). . . . Churchill, in his life work, does not only dazzle by his lionhearted brilliance. He exemplifies a principle, an imperative for responsible leadership in a mature democracy. . . .

LIONEL GELBER
New York, N.Y.

. . . Very interesting and superbly illustrated account of Sir Winston Churchill. . . .

CYRIL CLEMENS, Editor
Mark Twain Journal
Kirkwood, Mo.

. . . LOOK played up the ever-living Churchill, but guessed wrong in stating that he is beloved by all Americans. . . .

GEORGE WATKINS
Ottawa, Ill.

Mr. Stevenson

Mr. Adlai Stevenson's sobering essay, *Must We Have War?* (LOOK, November 16), is a welcome clarification of a vast and complex subject.

GLENN C. VICKERY
Newark N. J.

. . . Adlai Stevenson's article . . . is, in reality, eight pages of sickening pessimism. . . . It makes one realize more than ever before our great fortune in having at the head of our country a man who does have confidence in its people and faith in its future under God.

MRS. HAROLD CORNELL
New Rochelle, N. Y.

Was Douglas Deceived?

I have read with utter amazement the article on Morocco by William O. Douglas (LOOK, October 19). It would naturally be unthinkable to question the author's good faith. . . . It is also evident, however, that during his brief stay in Morocco (he was there less than a week) . . . Douglas was deceived by persons who did not hesitate to make use of him for propaganda purposes, at the very moment when the General Assembly of the United Nations was getting ready to discuss the Moroccan question.

He tells us himself that . . . "I had with me at all times a young Moor, intelligent and well educated. While



JOHN DEMPSEY

LOOK

"Memo to staff: I shall not be responsible for rash statements concerning salaries and promotions made by me during the office Christmas party."

I drank hot mint tea in the cafés, took pictures in the bazaars and met officials, my young Moorish friend walked among the natives, visited in their homes. . . . In that way, we learned that 98 per cent of the people want their Sultan back and have no use for the new one the French have placed over them." . . . Obviously, the young Moor in question was a representative of extremist circles, especially delegated by them to help Justice Douglas "form an opinion" on Moroccan problems. What is really astonishing under such conditions, is that only 98 per cent of the people were found to uphold extremist arguments. . . . I deeply regret that, without wishing to do so, he [Justice Douglas] has only served the cause of extremist propaganda. . . .

H. M. TEMSAMANI
Counselor of the Cherifian
Govt. for Information and
Cultural Relations
New York, N. Y.

Disc Disturbance

In regard to *"I Never Had to Scream"* by Bing Crosby (LOOK, NOVEMBER 2): For my money, anyone who sings like Crosby can say anything he wants to. I personally bought and paid for six of his *Bing* albums just to give them to friends who think he's as good as I do.

MITCH MILLER, Director
Popular Recording Division
Columbia Records, Inc.
New York, N. Y.

Miller is responsible for some musical innovations which Crosby deplures—Ed. . . . A splendid article. . . . It's no secret that the present state of popular music in the country, for the most part, is pretty horrible, due . . . to . . . the "big-city disc jockey." Those of us who broadcast from a 40,000 to 50,000 [population] city and who run across a decent pop tune worthy of many plays . . . find ourselves running into a stone wall . . . of . . . trash. . . . The deejays who have the power and position to influence music tastes . . . continue to introduce and plug . . . monstrosities. . . .

BOB BASSETT
Station WPEP
Taunton, Mass.

. . . This article thoroughly irritated me. . . . We in the radio game get just

as tired of the so-called hits of today as Mr. Crosby. But we are governed by the public and the records they purchase. . . .

L. RICHARDSON, Program Director
Station KBMI
Henderson, Nev.

Applauds for Danny

I would like to applaud Danny Kaye for the great work he is doing for UNICEF. The article *"For All the World's Children"* (LOOK, November 16) was both heart-warming and instructive. . . .

PEGGY STEPHEN
New York, N. Y.

. . . I wish to bring to your attention a fact. . . . On the journey through Asia for UNICEF, Danny paid all costs of the trip for himself and his party, and Paramount Pictures and the motion-picture industry are producing a short . . . from which total net proceeds will go to UNICEF. . . .

MAURICE PATE, Executive Director
UNICEF
New York, N. Y.

Who Needs the Diet?



Secret Diet—French Style (LOOK, November 16) sounds good, but after looking at the picture on page 115, I wonder if she does right in keeping it for herself. In my opinion, she should reverse the food eaten. . . .

MRS. GLENN O. CLAYTON
Scio, Ore.

END

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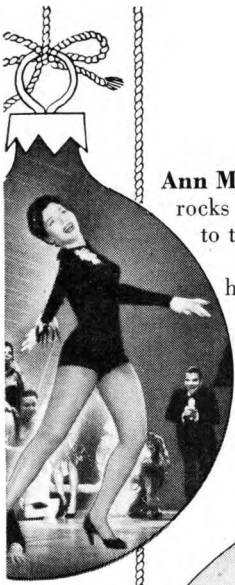
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of the
hit-song "It".



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fills the night
with magic as
he sings the
enchanting
"Lover Come
Back to Me".



Jose Ferrer is
composer Sigmund
Romberg. Glamorous
Merle Oberon and
Helen Traubel share
his triumphs!



Rosemary Clooney
and Jose Ferrer
team to the
light-hearted harmony
of a happy tune,
"Mr. and Mrs."



Amid sumptuous
splendor...reflecting
the fabulous M-G-M
touch... Cyd
Charisse dances to
the thrilling,
throbbing rhythms
of "One Alone".



Gene Kelly and his
brother Fred are
riotous in their rendition of
"I Love to Go Swimm'
With Wimmen".



Love in the Springtime...
Jane Powell and Vic Damone
fall under the
romantic spell of
the Sweetheart Song,
"Will You Remember?"

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IN GLORIOUS
COLOR

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HELEN TRAUBEL

WITH

DOE AVEDON
TAMARA TOUMANOVA
PAUL STEWART
ISOBEL ELSOM
WILLIAM OLVIS
JAMES MITCHELL

AND GUEST STARS

WALTER PIDGEON * PAUL HENREID
ROSEMARY CLOONEY * GENE & FRED KELLY
JANE POWELL * VIC DAMONE * ANN MILLER
CYD CHARISSE * HOWARD KEEL * TONY MARTIN

HEAR THE SONG HITS ON M-G-M
RECORDS ALL STAR DELUXE ALBUM

Screen Play by **LEONARD SPIGELGASS** • From the Book by Elliott Arnold • Based on the Life and the Melodies of **SIGMUND ROMBERG** • Photographed in **EASTMAN COLOR**
Print by **TECHNICOLOR** • Directed by **STANLEY DONEN** • Produced by **ROGER EDENS** • An M-G-M PICTURE



A dollhouse engages young Lucie, who will see her first snow in the California mountains this Christmas. Desi IV decides a boy can get along without a dollhouse.

Lucy Goes Shopping

The other day, Lucille Ball took the kids, Lucie (3) and Desi IV (22 months), on a pre-Christmas inspection of Bullock's toy department in Palm Springs—a project as arduous as any she and husband Desi Arnaz tackle on their TV series, *I Love Lucy*. The youngsters scrutinized everything, chose medical kits to carry home. "That's just like kids," Lucy says. "Last time, they looked at everything and chose two toothbrushes." Actually, the elder Arnazes have Christmas pretty well figured out: There will be a turkey and a suckling pig for dinner, blocks and balls for Desi and a ballet wardrobe for Lucie.



The biggest find is a miniature slide. Lucie and Desi IV get along well together. The youngsters slam into each other, laugh, cry, hug, get a big workout.

"Jungle Rug," a \$29 *divertissement* for kids who prefer to watch television from a prone position on the floor, swallows up exploring Desiderio Alberto Arnaz IV.



Two Desis commune, while Desi III triesto keep the thumb out of the mouth.

END



A Modern Chest with unusually smart, graceful lines. Blond oak, equipped with self-lifting tray. Model #3082. Lane Table #257. Chest price, **\$59.95***

The perfect Christmas gift for the one you love!.. A LANE CEDAR CHEST!

SOMEWHERE on this page you'll find *exactly* the right Lane Cedar Chest for . . .

Your Sweetheart—whose Lane will say "I love you" always. A Lane Chest will keep her trousseau lingerie, linens and blankets fresh and fragrant—safe from moths and dust—as no other storage method can.

Your Daughter—to protect her favorite sweaters and woollens . . . and (with the help of gift-giving friends and relatives) help her

collect lovely things for a home of her own some day.

Your Wife, Sister or Mother . . . A Lane is the perfect answer to her storage problems . . . a handsome piece of furniture, too! A gift she'll enjoy every day of the year!

You'll find Lane Chests at most leading department and furniture stores. When you see them, remember: *Just one nice garment saved from moths can pay for a Lane!*

Lane is the **ONLY** pressure-tested, aroma-tight cedar chest. Made of 3/4-inch red cedar in accordance with U. S. Government recommendations, with a free moth-protection guarantee, underwritten by one of the world's largest insurance companies, issued upon proper application. Helpful hints for storing are in each chest. The Lane Company, Inc., Dept. R, Altavista, Virginia. In Canada: Knechtels, Ltd., Hanover, Ontario.

Over 100 styles and finishes. Many at . . . **\$49.95*** Also makers of Lane Tables Easy terms

*\$5.00 higher in the West due to higher freight costs—slightly higher in Canada.



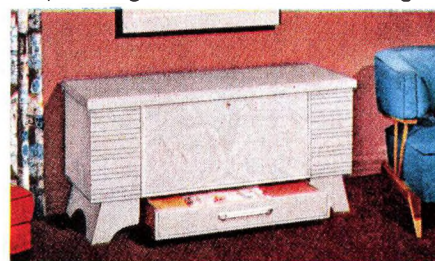
BEDROOM

Blond Oak Chest with self-lifting tray. Model #3081. \$49.95*



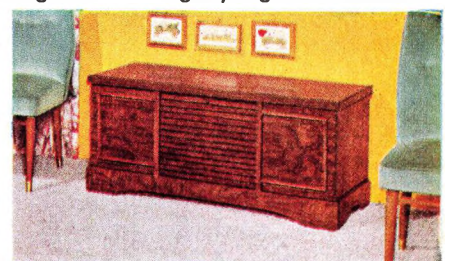
LIVING ROOM

Space-Saver Chest. Blond oak. Opens front, 2 pull-out shelves. Model #C-128, \$69.95*



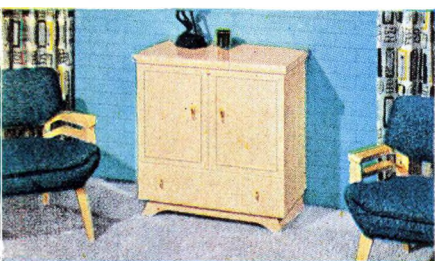
BEDROOM

Modern Chest in Scafoam mahogany. Has self-lifting tray. Model #3086. \$69.95*



FOYER

Stunning Modern Chest in American walnut. Self-lifting tray. Model #3008. \$59.95*



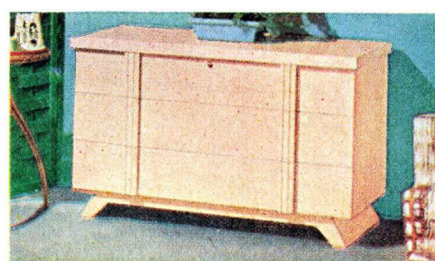
LIVING ROOM

Space-Saver Chest in blond oak. Opens at top, drawer in base. Model #3100. \$59.95*



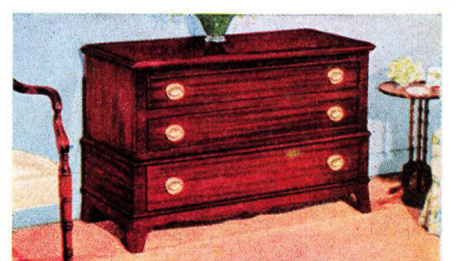
FOYER

Handsome 18th-Century Chest in mahogany with self-lifting tray. Model #2601. \$59.95*



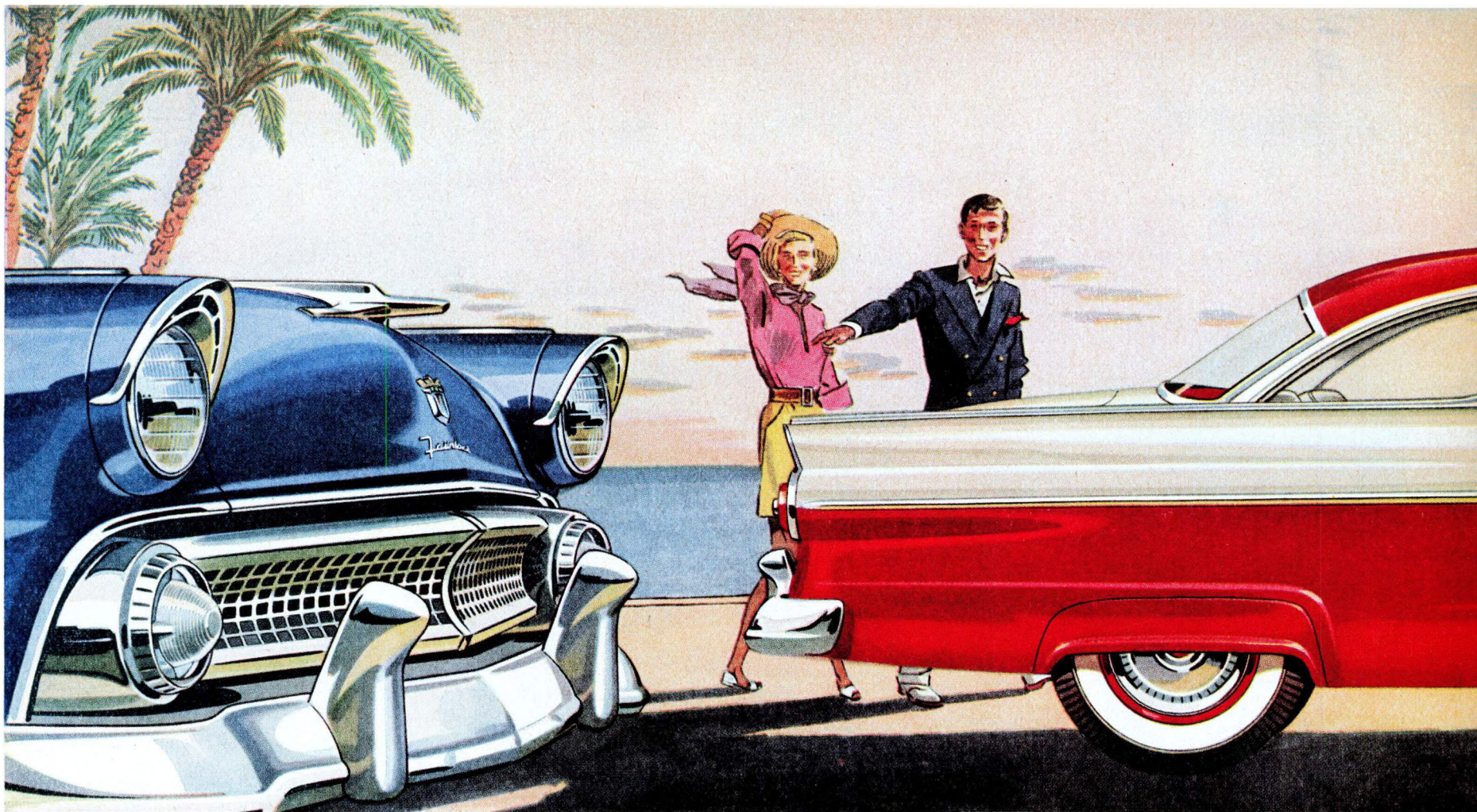
LIVING ROOM

Unusual Modern Chest in blond oak. Drawer in base. Model #2852. \$79.95*



LIVING ROOM

18th-Century Chest in mahogany. Full-length drawer in base. Model #2221. \$79.95*



*The fine car
of its field...*

The totally

You're headed for a grand adventure when first you try the '55 Ford.

And no matter what you've ever asked from a car before, the totally new Ford gives some totally new answers. First, there's Thunderbird styling. You can see it in the lower, wider grille, the huge wrap-around windshield, the flat clean sweep of the rear deck.

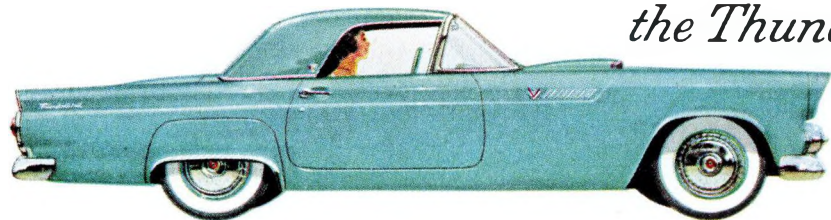
New, totally new, inside, too! With high fashion fabrics and color combinations you'd never expect to find in a car—they're just that new, just that smart.

Totally new performance . . . Trigger-Torque performance from totally new high-torque Y-block V-8 power. It's the kind of performance that gives you the instant responsiveness you want and need for today's driving. There's flashing get-away from the stop-light and a trigger-fast rush of power for added safety when passing at highway speeds.

And the '55 Ford sets totally new high standards of quality, too . . . as your own critical inspection will reveal. You'll see quality wherever you look in each of the 4 new lines . . . in each of the 16 body styles. Why not see your Ford Dealer soon—about *your* Ford?

Four new lines with styling inspired by

the Thunderbird



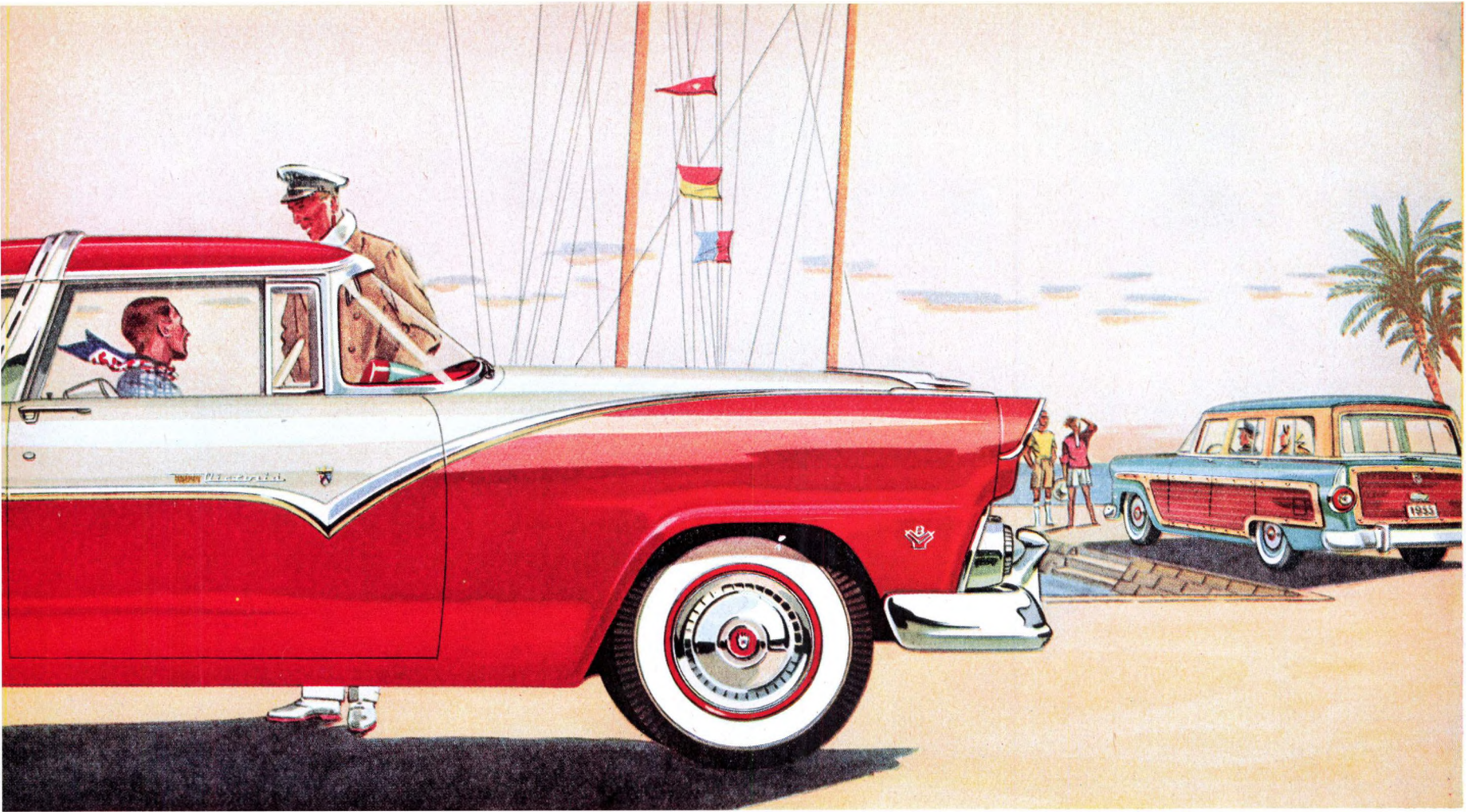
Wherever the Ford Thunderbird has been exhibited, it has created a veritable sensation. No personal car has ever offered such long, low, exciting lines, and

such comfortable interiors. Quite naturally, the styling of America's sauciest personal car is reflected in each of the four brilliant new series of Fords for '55.

*New Y-block V-8 with TRIGGER-TORQUE
performance*

Ford's new high-torque, low-friction, deep-block V-8 design tells a powerful tale. The greater displacement and higher compression ratio mean greater torque at all speeds. The result is new Trigger-Torque performance . . . the ability to deliver breath-taking acceleration under all driving conditions . . . smoothly and quietly. What's more, Ford's traditional economy is a built-in feature.

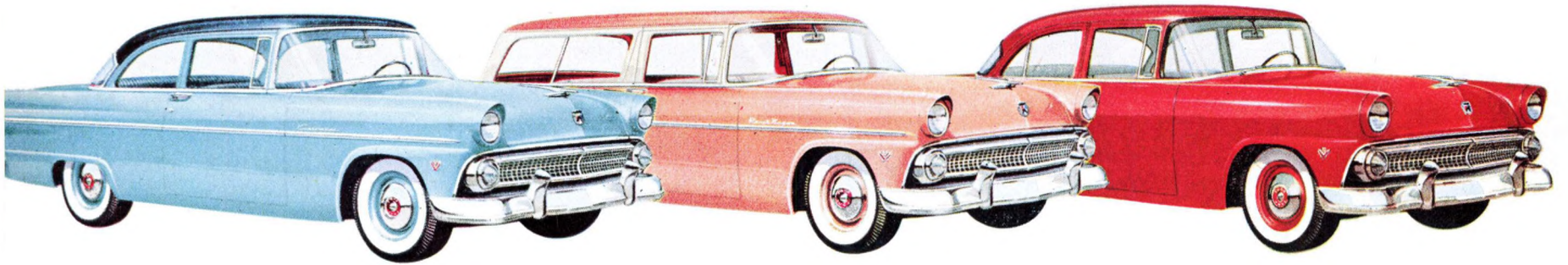




Fairlane Series. The new Crown Victoria features Ford's new all-around windshield, new luxurious interiors and a wide

choice of jewel-like single and two-tone exterior colors. Five other smart new body styles complete the Fairlane Series.

new FORD for '55



Customline Series. The Tudor Sedan (shown above) and the Fordor Sedan, like all '55 Ford models, have a new wider grille, new visored headlights and sturdier, extra-narrow pillar-posts for better visibility.

Station Wagon Series. The Custom Ranch Wagon is one of five new do-it-all beauties. There's also a 6 and 8 passenger 4-door Country Sedan, an 8-passenger Country Squire and the popular 2-door Ranch Wagon.

Mainline Series. Each of the three Mainline beauties offers the same engineering advances, the same graceful contours and clean lines that distinguish all '55 Fords. The Fordor Sedan is illustrated above.

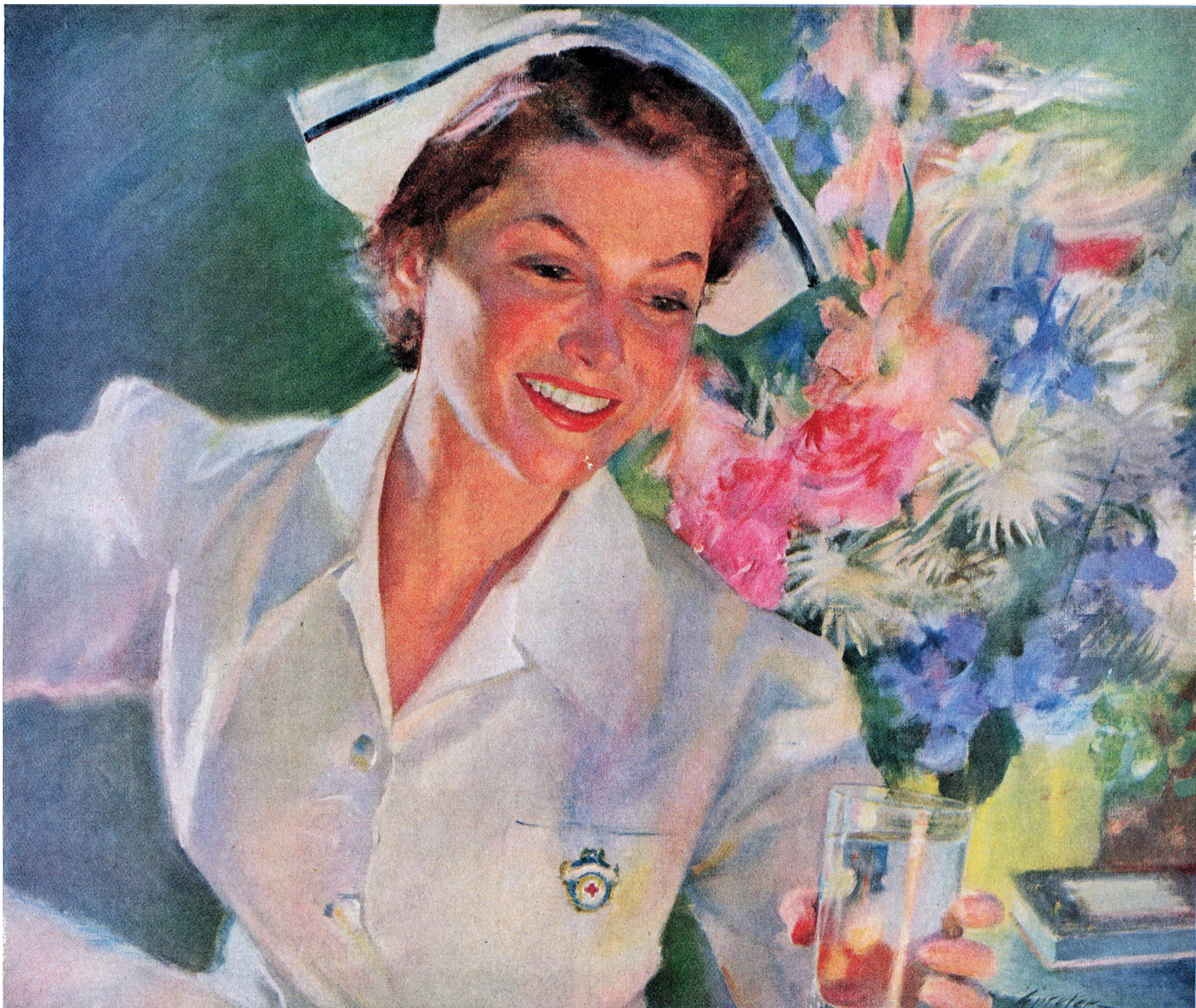
Plus all these totally new features

New "Speed-Trigger" Fordomatic Drive has an automatic low gear for quicker starts and better passing ability. 10% larger brakes mean smoother stopping and up to 50% longer brake lining life. Tubeless tires offer extra puncture and blowout protection, a softer and quieter ride, longer tire life. Angle-Poised Ball-Joint Front Suspension reduces "road joint jar." Turbo-Action Spark Plugs resist "fouling" up to three times as long. Sleek Silhouette is longer, lower, with more room inside . . . and more luggage space.

(Fordomatic Drive optional)

*More than ever
the "worth more" car!*

'55 FORD



She chose the finest way . . .

SHE'S the white image who appears through the mist of your fever in the dark, fitful hours of the night. There's a reassuring voice, cool water on your hot, dry throat, a gentle touch on your forehead . . . and slowly the fear and the loneliness and the pain fade away and you sleep again.

She's the calm, skilled expert at the side of the surgeon, each deft motion of her hands, each impulse in her brain meshing gear-like with his as she shares in one of the most exacting of all human endeavors.

She's the fairy-godmother in the children's therapy ward who, with patience incredible to the rest of us . . . with gay, encouraging laughter she surely can't always feel . . . reawakens the sleeping muscles, gives back to little legs the exultant joy of leaping a brook and climbing a maple.

She's the wonderful-thing-that-happens when Mother is sick in bed and the Visiting Nurse walks into a family world that's confused and topsy-turvy. You never know what wizardry it is that she uses. But in no time at all Mother is smiling

for the first time that day. The sickroom becomes neat and bright. The worry lines in Dad's face smooth out, the children recover their laughter . . . and it's *home* again!

She's the mud-and-blood-spattered woman who goes off to a man's war, where she pits her skill and energy so successfully against man's increased ability to kill that thousands of wounded men who pulled through will tell you, "*She* made the difference!"

She's the 300,000 American women who chose the finest way of all to serve their country and humanity, by earning and keeping the proud title of "Nurse." It's not the easiest job, the training is exacting, the responsibilities heavy. But you can see the rewards in her face . . . that inner glow that reflects the feeling of deep serenity and happiness that comes only from serving others, as only *she* can serve.

John Hancock MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS



Hands clasped in victory over Tammany boss DeSapio's head, New York Mayor Wagner and Governor-elect Harriman signify status of new tiger.

Tammany Hall Comes Back

A tiger with nine lives, Manhattan's Democratic machine is purring again

Tammany Hall, the once utterly corrupt Democratic political organization in Manhattan, came back to power last election day. Next stop may be the White House in 1956. With Averell Harriman as New York's new governor and Robert Wagner (elected in 1953) as New York City's mayor, for the first time since the rule of Al Smith and Jimmy Walker, Democrats who openly acknowledge close association with Tammany Hall control both the

State and the City of New York. For Carmine DeSapio, boss of Tammany, often called "the Bishop," this is the highest point in his endless quest for personal respect through a new and better reputation for Tammany Hall. For the Democratic party, in New York and the nation, it is a calculated risk that Tammany will not revert to its primitive past. One thing is certain: The notorious Boss Tweed would be aghast if he could see his tiger today.

continued

Carmine DeSapio, 46, is a political boss with this difference: He is, of all things, a shrewd reformer.





Strategy meeting between DeSapio and state legislators elected from Tammany Hall districts attempts to resolve the classic conflict between self-interest

DeSapio's leadership revives dying tiger

Since 1949, Carmine DeSapio's work for Tammany has been based on a single simple maxim: "Performance is what counts." The tiger, symbol of Tammany ever since cartoonist Thomas Nast in the 1870's heaped scorn upon it, was ragged, battered and linked with crime and rascality when DeSapio became boss. Indeed, the Bishop himself was said to have "underworld connections." But he rebuilt Tammany from the bottom up, strengthening clubhouses, expelling the yegg element, compromising with the party faithful and attracting ever more support from Democratic eggheads. As a matter of principle as well as practicality, DeSapio began to consult civic groups on the issues, publicly advocated electoral reform and joined with the GOP in East Harlem to drive the late Vito Marcantonio out of Congress. As it turned out, DeSapio was doing the only thing a political realist could do. Tammany's new-found respectability made it possible for Wagner and Harriman to win elections.

Produced by THOMAS B. MORGAN • Photographed by JOHN VACHON





a victorious political machine and public interest of good government.

TAMMANY continued



Old-fashioned political club on East Side today has fewer welfare tasks, more social functions. These men helped carry district 3 to 1 for Harriman.



Harlem Tammany club produced Hulan Jack, first Negro borough president in New York, also produces smashing Democratic majorities at polls.
continued



The famous Hall itself is a dingy suite on Madison Avenue. but workers at election eve party are well-dressed, enthusiastic.

At 1956 presidential nominating convention, Tammany's delegation could



"Study human nature and act accordin'," said an old Tammanyite. Tamawa Club (in DeSapio's own district) follows rule with annual Christmas party for kids.

decide who shall go to the White House

At least for the time being, honesty seems to be a better policy than any other for Tammany Hall—which is a measure of the miracle worked by Carmine DeSapio. His friends say that the cleanup at Tammany is real. They point to such Wagner appointments as hard-boiled Police Commissioner Francis W. H. Adams as a prime example of the new spirit in New York politics. DeSapio's enemies say that no man can reform Tammany and that DeSapio will either change or go down. They agree with Fiorello LaGuardia, who said, "If a man is good, he is not a political boss; if he is a political boss, he is no good." Even in the Democratic party, there are those (mostly supporters of Franklin Roosevelt, Jr.) who say DeSapio is just plain "ruthless." DeSapio himself believes that he should not be held responsible for the sins of the past any more than President Eisenhower should be blamed for the Teapot Dome scandal. Chances are, Tammany will continue to make friends on the clubhouse level (left) and try to appeal to the "independent-minded" citizens in both parties—and in neither—on the basis of issues, as befits an educated electorate. Should the bad old days return, the tiger will certainly lose another one of its lives. Meanwhile, DeSapio will control the powerful New York delegation to the next presidential nominating convention and could easily decide who shall be nominated. Tammany Hall is definitely back.



First Tammany man of the century to sit on the Democratic National Committee, DeSapio may one day get Chairman Steve Mitchell's job.



Hand-picked by DeSapio, Harriman improved Bishop's reputation for political wisdom by running far ahead of F.D.R., Jr.

Unaccustomed to defeat, Roosevelts get boost from DeSapio: "Franklin has a great future." Right now, DeSapio's looks greater.

END

THE SHAH OF

Iran

AND HIS BEAUTIFUL



Iran is important to the free world—she has 1,200 miles of Russia on her border. Iranians know the threat of occupation; it took the U.N. to force the Russians to retreat from northern Azerbaijan in 1946.

Map by HEFB WILEN



BY FLEUR COWLES

The Shahinshah of Iran has just arrived in the United States for a lengthy visit . . . and with him the green-eyed beauty often called the world's most glamorous queen. The Shah has been here before, alone. This visit, which will take him and his Queen, Soraya, across our vast country, comes at a time when it pays Americans to know more about the young ruler whose influence and support helped to bring an end to Iran's tangled and bitter oil dispute. A serious man of 35, he ascended to the throne at 21 ("I've seen three American Presidents during my reign—Roosevelt, Truman and Eisenhower") and has endured as many cloak-and-dagger experiences of kingship as exist in today's world.

In the dangerous Mossadegh period, he was shot at and otherwise threatened by political enemies. No other modern king ever "exiled" himself—to be called home by a weeping populace in 48 hours.

Recently, I was in Iran as a guest of the Shah and the Queen; we talked most of his 10-year plan. It calls for land redistribution (he is giving away his entire huge inheritance to start it), better treatment of sharecroppers, more machines for farming, more roads and education, vast irrigation—in fact, a dramatic march of science for his people. In helping, our Ambassador and our Point IV people have already done yeoman service—for which they are openly given credit in Teheran.

continued

QUEEN

The Shah—who has tremendous physical prowess—rides, drives, swims, flies, skis better than most “pros.” . . . At the royal hunting lodge, target practice showed his skill at shooting. Later, I saw him track down a herd of long-horned ibex, kill two leopards.



Iran's ruling couple on the grounds around Fara Abad, a country palace built during the old dynasty, where the Shah and large family of brothers and sisters love to picnic.



The Shah and Queen enjoy an inseparable companionship (he works at his desk all morning, spends his afternoons with her). His passion for sports is quite contagious—and the Queen is rising to the challenge.

Iran continued



The Queen and Shah often ride aimlessly for three or four hours on the scrubby hills outside the city—guards discreetly behind.



The fabulous Peacock Throne in Gulistan Palace—a blazing flash of 7,500 diamonds, 500 rubies and 2,000 emeralds—valued at 60 million dollars.

No film czar could better cast a Queen for the ancient Persians. Soraya's mother is German, her father—now Minister to Bonn—is a powerful Bakhtiari chieftain. Giving his daughter's hand to the Shah was a brilliant political coup (bringing tribal factions closer to the throne) as well as a sentimental drama. When in Teheran as Their Majesties' guest, I heard three versions of their romance—all given as gospel—but this story comes from the Shah himself: After the sister of Farouk fled from Teheran to divorce the young ruler (life there seemed interminably dull to the sophisticated Egyptian, she has said), the country's matchmakers were busy. It was the Queen's mother who brought a picture of her daughter to the Shah. He ordered his sister (then in Paris) to contact Soraya, who was at school in London. The Princess was equally charmed by the striking student, broke the news of the Shah's interest to her—and brought her back to Teheran. In five days, a formal engagement followed . . . and in five months, a marriage ceremony as lavish and extravagant as any in our time. . . . Her "stay-behind-the-scenes" manner comes easily because of her Iranian background; ladies linger in the shadow of the men in Iran.





Most of the Queen's "ball dresses" come from Rome and Paris. On rare official occasions, crown jewels are unlocked from the state vaults—and borrowed for Soraya. No emerald is greener than her eyes.



The Queen's in love with fashion—follows Paris closely, has models and fabrics brought from there by Ninon Aghayan, her local dressmaker. She wears size 10; brings her shoes from Europe, has her dark hair styled (in blonde streaks) by a talented Persian coiffeur.



"Fokie," a baby seal from the Caspian, has his own marble-floored glass room in the Shah's lovely green-marble palace. Other pets include "Moosh Moosh," a tiny white poodle, two cairns, a police dog, two tigers . . . a lion from Haile Selassie.

Photographed by TONY VACCARO



NORMAN VINCENT PEALE

ANSWERS YOUR QUESTIONS

Q *After attaining the age of 53 and being married twice, and having talked with both men and women on the subject, I wonder why 95 per cent say that they would never marry again. Can you give me an answer?*

You probably have become cynical about marriage as a result of your own experiences. If 95 per cent of the people you have talked with say they would never marry again, it is not unlikely they have expressed agreement with you as a kindly, but mistaken, way to comfort you. People often try to tell us what they think we want to hear. I have counseled with men and women for years and, in my experience, your figure of unhappy marriages is far too high. Try thinking optimistically and positively about marriage. There would be less failure in marriage if people would have a scientific study made before marriage of their adjustment patterns. Certainly, husbands and wives should do this when trouble develops. Ministers, priests and rabbis today are highly trained in this field and can be very helpful.

Q *How should one act around a dying person?*

Just as naturally as possible. All that you might feel like saying of love and sympathy can be shown by your unspoken attitude. It is better to express your feelings in this manner than to resort to the difficult feat of talking about a fact that is too deep for words. If he is aware of the situation, the afflicted individual is fighting a gallant battle, and the knowledge that loved ones are standing by is the support he needs. If he does not know his condition, then natural actions will help him to come to the end without fear.

Q *What is a good formula for being popular and getting along with people?*

Be yourself. Naturalness always has a winsome attractiveness. Develop a sincere liking for other people and be happy and pleasant with them. Talk

to them about themselves and not about yourself. Be easy to be with. Don't be sensitive. Cultivate an interesting and dynamic personality so that others will desire your company. Treat everyone with esteem. Never wound an ego. Build people up. Bring out their best and they will love you for it.

Q *How does one go about ending an affair with a married man when he will not hear of it? I have lost my self-respect and have no peace of mind and am always afraid. I don't want to be bad. Please help me.*

The way to stop doing something that you know to be bad is to want to stop enough to do it. It appears to me that you want to stop, but then, again, you do not want to. So you are caught in a miserable conflict and compromise. You say you "don't want to be bad," but how strong is your revulsion against evil? When you develop a desire for goodness that is stronger than your weakness, you will then have sufficient moral force to tell the man you are through and mean it. It could be that you are morally and psychologically ill. Better consult your minister.

Q *Our 21-year-old son says he is an agnostic and calls us superstitious to be taken in by religion. I have prayed that he be given the gift of faith, but the older he gets, the less faith he seems to have. Should we permit him to lead a godless life?*

I would not take it too seriously. Your son's opinions may be purely intellectual or may represent an unconscious resentment against what he may regard as "cramming religion down my throat." Also, remember there is often an immature cockiness in such bumptious assertiveness of opinion. You might for your own comfort consider the urbane statement of Plato and it might add to the wisdom of your son. Said Plato: "You are young, my son, and as the years go by, time will change and even reverse many of your present opinions. Refrain, therefore, a while from setting yourself up as a judge of the highest matters." But your best means of convincing your son of the reality and importance of religion is to fill your own life and that of your home with spiritual qualities so dynamic and radiant that he will want what you have.

In spiritual matters, influence results not so much from what you say as from how you act.

Q *Many of my friends have told me I would be a very pretty girl if I could somehow have something done to my abnormally large nose. Most of my friends are married or planning to be, and I see no possible hope for marriage for me. Boys seem to like me, but none ever gets serious. What do you think of plastic surgery?*

Your nose probably looks about twice as large to you as it actually is. Perhaps it has become an obsession with you. Forget your nose. Concentrate on your eyes by getting a new light in them, and on your mind by making it so sparkling in its thoughts that people will be charmed by your conversation. Take a humorous attitude toward your nose. Think of Jimmy Durante, who found fame and fortune in a big nose. Plastic surgery is all right to try, although it is less likely to add to your beauty than psychological surgery.

Q *My fiancé said he would give up smoking when we were engaged. This he did for a while, but now I find he is smoking when not with me and is drinking at office parties. I cannot reconcile this in one I love. Am I being a selfish prig to ask him to give up the parties and smoking and drinking? Is it wrong to try to impose my will on another?*

Such demands and evasions do not constitute a sound basis for marriage. Don't try to impose your will on him or make a liar and a sneak of him. Show him how full and satisfying life can be on the basis of your ideas. Perhaps he may be attracted thereby to your standards. It is futile to exact promises of a man when he does not have the conviction to support them. He is very weak to promise and then go behind your back. He had better tell you straight out what he intends doing. Then you can decide how you can help him. But in the process, don't be quite so rigid.

Address your questions to:

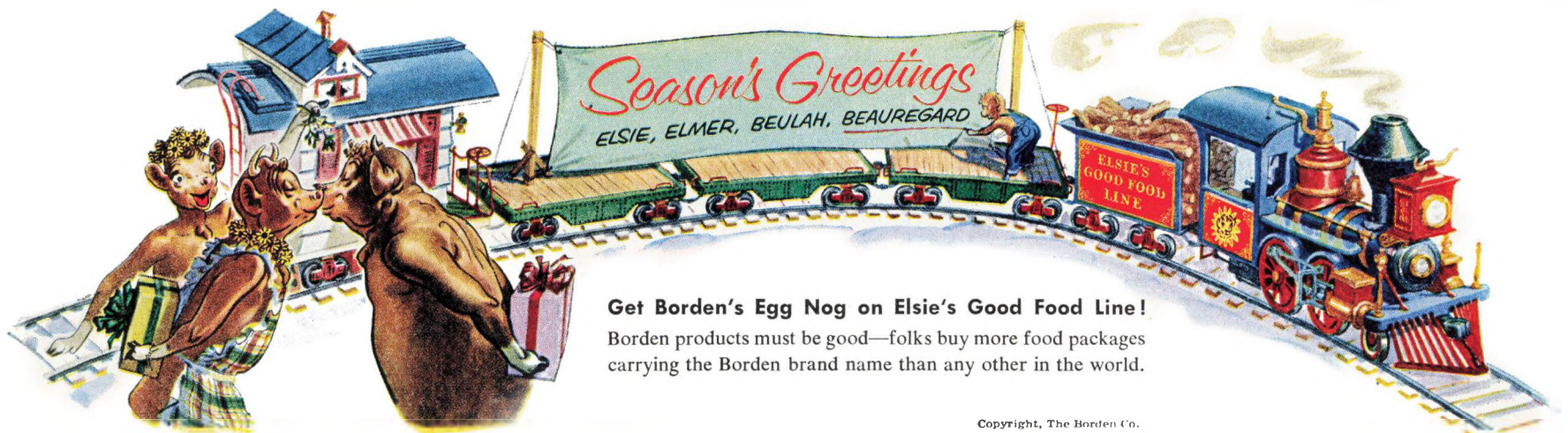
Dr. Norman Vincent Peale, LOOK Magazine,
438 Madison Ave., New York 22, N. Y.



Extra Festive! Extra Easy to Serve!

Borden's Egg Nog

No eggs to beat! No cream to whip! For the holidays, Borden's brings you creamy-rich egg nog *already mixed*. Non-alcoholic. Buy it at your food store or from your Borden man.



Get Borden's Egg Nog on Elsie's Good Food Line!

Borden products must be good—folks buy more food packages carrying the Borden brand name than any other in the world.



*Christmas Time at our Old Stone Tobacco Mill
as it appeared over a century ago*



Our distinguished past
is our "present" to you...

Nearly 200 years of experience
makes every **Old Gold** a treat
you can trust!

R. J. Lorillard Company
Established 1760

America's first family
of cigarettes



Futbol crowd of 75,000 roars its welcome to Lee in gigantic Lima, Peru, stadium. Indians escort Lee in parade around track, an honor for visiting celebrity.

Miss America charms the South Americans



Argentine driver greets Lee effusively, tells escort how well he was paid before by Americans. It works; her date tips heavily.

Beauty queen Lee Meriwether reaps cheers and admiring glances from Latins on her whirlwind ten-thousand-mile good-will tour

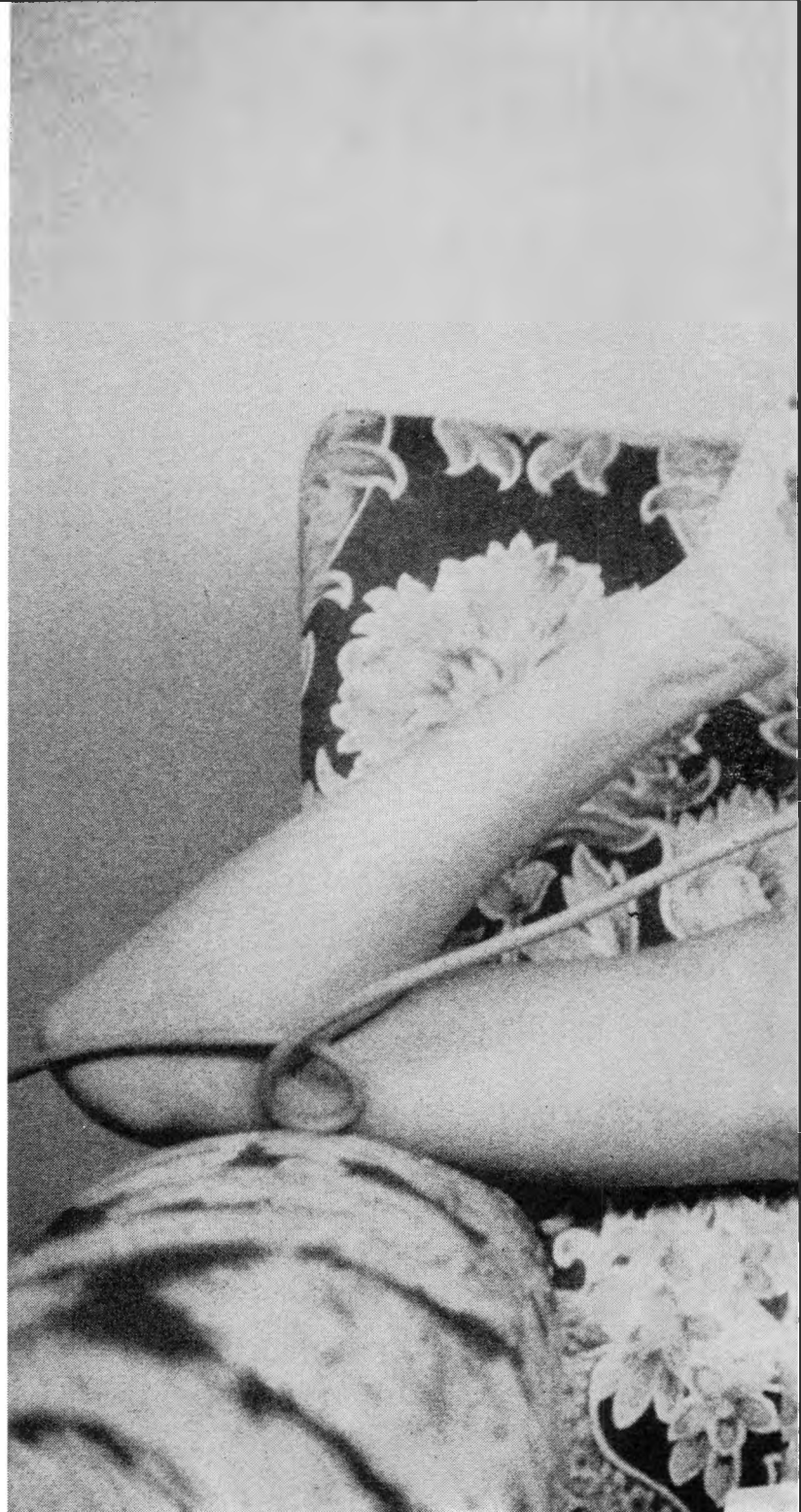
Winners of beauty contests, particularly when they are gracious and tireless, too, may be the answer to some of the world's touchy diplomatic problems. At least that's the impression created by 1955's Miss America, Lee Meriwether, after her recent good-will junket down the west coast of South America from Peru to the Argentine. Leaving ripples of applause and waves of whistles in her wake, "Mees" America was taken to their hearts by thousands of *simpático* Latins. "If the contest had been held here," the wife of the President of Chile told Lee, "we, too, would have elected you."

continued

“Don’t forget, dear, you’re Miss America...”



Chaperone, Lola Martin, comforts weary Lee, who verges on tears at an early-morning departure. Later (below), she captivates the audience at a fashion show for charity run by the wife of the President of Chile. Cried one enraptured North American, “Go, California, go!”



The telephone rings constantly with requests for interviews. The Los





Angeles-born beauty takes many of the calls in her halting high-school Spanish, makes solid hit with Latin callers.

“...no matter where you are.”

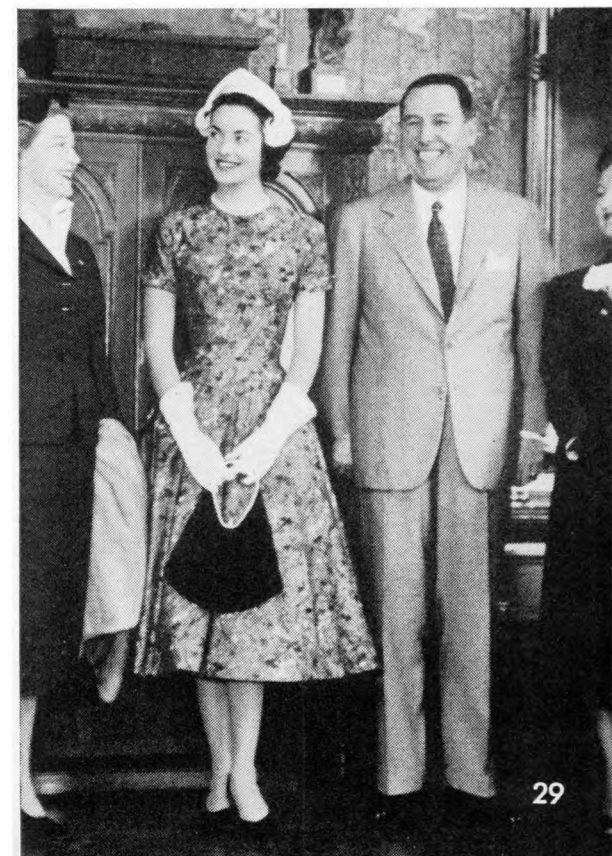


In Peru, she meets wife of President Odria (center).



In Chile, wife of President Ibáñez presents her niece.

In Argentina, President Perón displays flashy smile.



Press reception to Lee's visit is warmly sympathetic as photographers swarm around. Her tour received unusually complete coverage in local newspapers and on radio programs. Lee handled interviews easily. Her ideas on marriage were favorite topic.

continued

Produced by DAVID D. ZINGG

Photographed by PHIL HARRINGTON

Toughest part of the trip through South America was finding time for fun



Tightly packed schedule allows Lee only scattered moments for sight-seeing. Here, at 7 a.m., she climbs to top of hill overlooking Santiago, Chile, to view religious statues.



At Argentine barbecue, Lee wields knife on lamb. She enjoyed Latin food, was in good health on entire trip.

At ranch party in Lima, Peru, she briefly eludes chaperone, tries a local dance, the *marinera*. "She's a real *criolla*, a real native," says her partner.

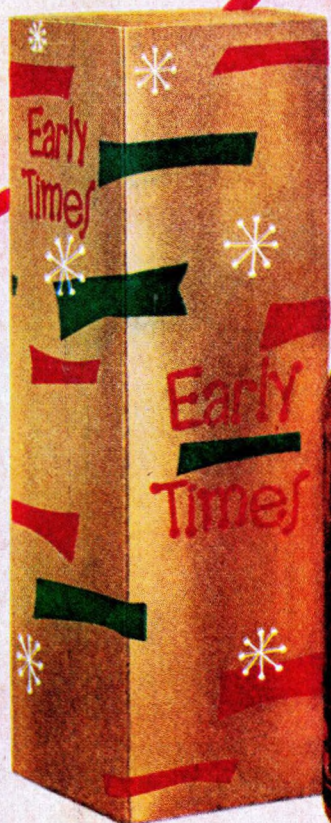


At a sidewalk café in Buenos Aires, Argentina, Lee and local friend are the center of attention. Lee was recognized wherever she went.



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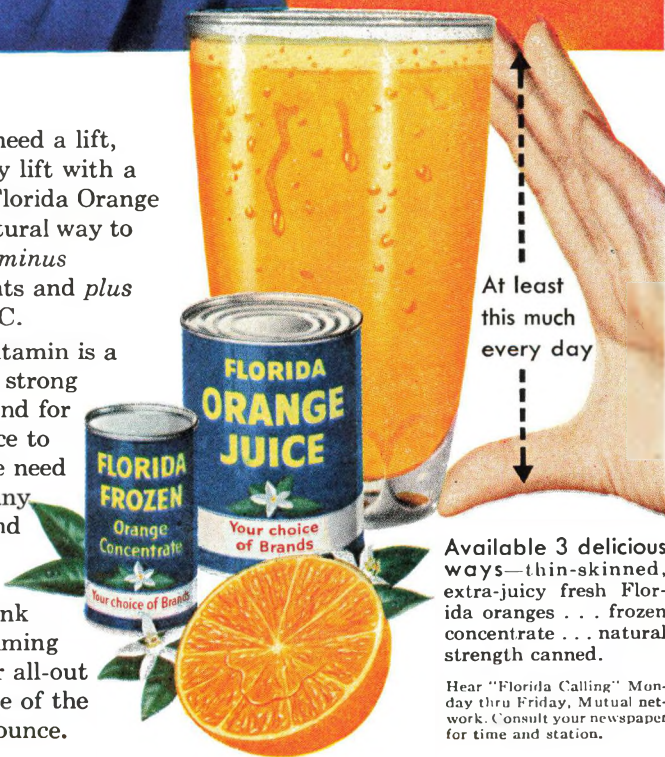
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MISS AMERICA continued



Lee's flying headquarters is Panagra's luxurious "El InterAmericano." Her tour covered more than 10,000 miles from New York to Buenos Aires and back.

"Let's trade in the ambassador and keep Miss America down here."

Originally, Lee's trip had been conceived as a fashion promotion for the makers of Everglaze fabrics, one of two companies which gave her a \$5,000 scholarship when she won the Miss America title at Atlantic City. Somewhere along the way, it became more than that. Lee's charm and freshness, combined with the glamorous aura of the beauty queen and the universal appeal of a pretty girl, turned her into as real an ambassador of good will as if she had a diplomatic passport. She carried her role off well. "Let's trade in the ambassador," said one captivated U. S. citizen, "and keep her here."



Crowd in Peruvian flower market presses Lee for autographs. One cab driver, short of paper, proudly asked her to sign his passport.



Near the end of her trip, Lee still has energy enough to leave the plane at airport stops to shop for souvenirs.

Last-day cat nap gives Lee chance to try out new furry slippers in Buenos Aires hotel room. She will keep up pace throughout 1955, may go abroad again.



END

DEWAR'S "White Label" and Victoria Vat SCOTCH WHISKIES



Piper at parade rest
Clan Wallace Tartan



*Dewar's
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Famed are the clans of Scotland ... their colorful tartans worn in glory through the centuries. Famous, too, is Dewar's White Label and Victoria Vat, forever and always a wee bit o' Scotland in a bottle!

Both 86.8 Proof Blended Scotch Whisky © Schenley Import Corp., N. Y.



This armload of new holiday lights offers sparkling reasons for Americans to buy twice as many Christmas-tree bulbs as they did just two years ago.

NEW LIGHTS FOR CHRISTMAS

A record 1.2 billion lights will make this year's trees the brightest since Christmas began. More holiday entertaining and the move to the suburbs (use of outdoor lights up 67 per cent since 1947) have increased the demand and led to improvements in bulbs that will make this year's trees the prettiest ever. New filaments take 10 per cent less current, and some of the latest bulbs are of the low-voltage type that saves even more electricity and cuts down further on the heat that dries the trees. . . . Fused-on enamels

give smoother, clearer, longer-lasting colors. . . . New shapes (below) inspire endless trimming effects, often give off more brilliance. There's now an adjustable timer to set the blinker interval—and one light even flickers deceptively like a burning candle.



Latest lights include fused-on-enamel bulb, Lilliputians, round, star, candle, miniature and Sparklelite. From G.E., Westinghouse, Radiant and Luma.



A. 1.50

B. 2.50

C. 1.50

DESERT FLOWER



H. 3.00

K. 1.00

J. 2.00

L. 1.50

ESCAPADE



D. 1.00

E. 4.25

F. 2.00

G. 1.50

OLD SPICE FOR MEN



M. 1.00

N. 2.35

O. 1.25

FRIENDSHIP'S GARDEN

DESERT FLOWER A. Dusting Powder 1.50 B. Hand and Body Lotion, Toilet Water 2.50
C. Purse Perfume in gift box 1.50

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ESCAPADE H. Toilet Water and Dusting Powder 3.00 J. Purse Perfume with case 2.00
K. Purse-size Stick Cologne 1.00 L. Bubbling Bath Crystals 1.50

FRIENDSHIP'S GARDEN M. Bath Salts 1.00 N. Dusting Powder and Toilet Water 2.35
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better flavor
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*All Coffee—
nothing but Coffee!*

new Nescafé®



Most famous saxophone section in land is manned by two non-Lombardos (left), two Lombardos (Carmen and Victor). Rapt Lombardo listening is Guy.

GUY LOMBARDO

*His music's been
"the sweetest"
for twenty-five years*

At New York's Hotel Roosevelt Grill, it's a rare night when the bandleader does not feel some dancer tugging at his sleeve. The sleeve tigger is often a little misty-eyed; the conversation tends to follow a pattern. "We just wanted you to know, Guy," it goes, "my wife (husband) and I fell in love 20 years ago to-night while you were playing this same piece."

This is just the news Guy Lombardo has been waiting to hear. In fact, if too many nights should pass without his hearing it, he would take steps. He probably would lock himself in a room at his home in Freeport, L. I., and listen, over and over again, to the latest recordings of Guy Lombardo and His Royal Canadians. He would want to know whether the orchestra was somehow slipping away from a dulcet style which has kept Lombardo in the forefront of the dance-band business for a quarter of a century, which bathes the middle aged in a nostalgic glow of reawakened romance and which once moved a Chicago critic to rhapsodize, "The sweetest music this side of heaven."

continued

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RELIEF**

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longer lifetime of
happy smoking!

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for Christmas



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New COUGH Relief
kills 99% of SORE THROAT germs*

Soothe away coughs and sore throat of colds with new Vicks Medi-trating Throat Lozenges. Work 3 ways at once for fast relief: **1. Anti-bacterial:** kills 5 types of germs that commonly cause 99% of throat trouble... in lab tests! **2. Expectorant:** eases deeper cough congestion. **3. Anesthetic:** soothes sore throat pain.

Contains the cough-relieving ingredients of Vicks Medi-trating Cough Syrup!



VICKS MEDI-TRATING
Throat Lozenges



Arabian Nights, a show Lombardo produced at Long Island's Jones Beach, drew more than 350,000, elicited this smile.

The Royal Canadians blow their music for people in love and

For the dance-band business generally, the times are out of joint—but not for Lombardo. This is his twenty-fourth season at the Roosevelt Grill since 1929. The sales of his recordings now total about 30 millions (he has been called “the greatest middle sale in the business” because, while he topped the list only in 1948, he never has a failure), and the distinctive Lombardo tone and beat seem to appeal as warmly to today's lovers as they did to their fathers and mothers.

Lombardo's business associates like to use the word “universality”—and with some justification—when they talk about his music. In the throngs se-

ately twirling at the Roosevelt, dancers in their middle thirties predominate perhaps, but there are plenty of twenty-year-olds and not a few dancers in their sixties. When Lombardo first appeared Friday nights on WNBT (now WRCA-TV), the audience ratings seemed to indicate that he promptly captured a flock of small fry from a competing space-man program. Guy admits he is at a “complete loss” to explain this victory, but it augurs well for the Lombardo dance business ten years hence.

A few years ago, no article on jazz was complete without a snide remark about the Lombardo beat, but Guy serenely has survived many a detractor.

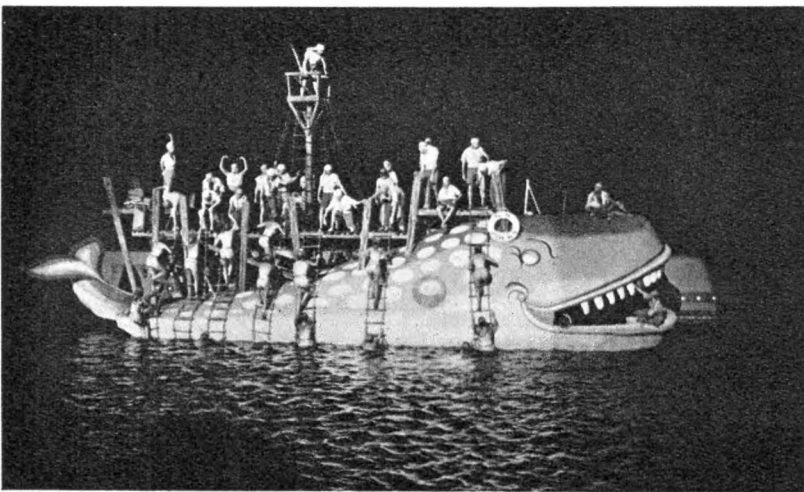
LOMBARDO continued



The Roosevelt Grill and Lombardo are synonymous to generations of lovers.



Yacht symbolizes sweet music's rewards. Lombardo is a noted boat racer.



Mechanical whale was an *Arabian Nights* prop. The show grossed \$750,000.

not, says Lombardo, for acrobats

When jitterbugging was the rage, he said that he played for people in love, "not for acrobats." And since the world contains more people in love than acrobats, the Royal Canadians' alleged deficiency in beat has proved considerably less than fatal. Guy is a Dixieland jazz fan himself, but no admirer of bands that exist only to blow high or loud or fast—or all three at the same time. Of the 15 Royal Canadians, six, including Guy, have been playing along with the Lombardo beat since it originated in 1923, and none of them sees any reason to change.

"Everything's going along just dandy," says Guy, "and the beat's just about right." **END**



A really different gift



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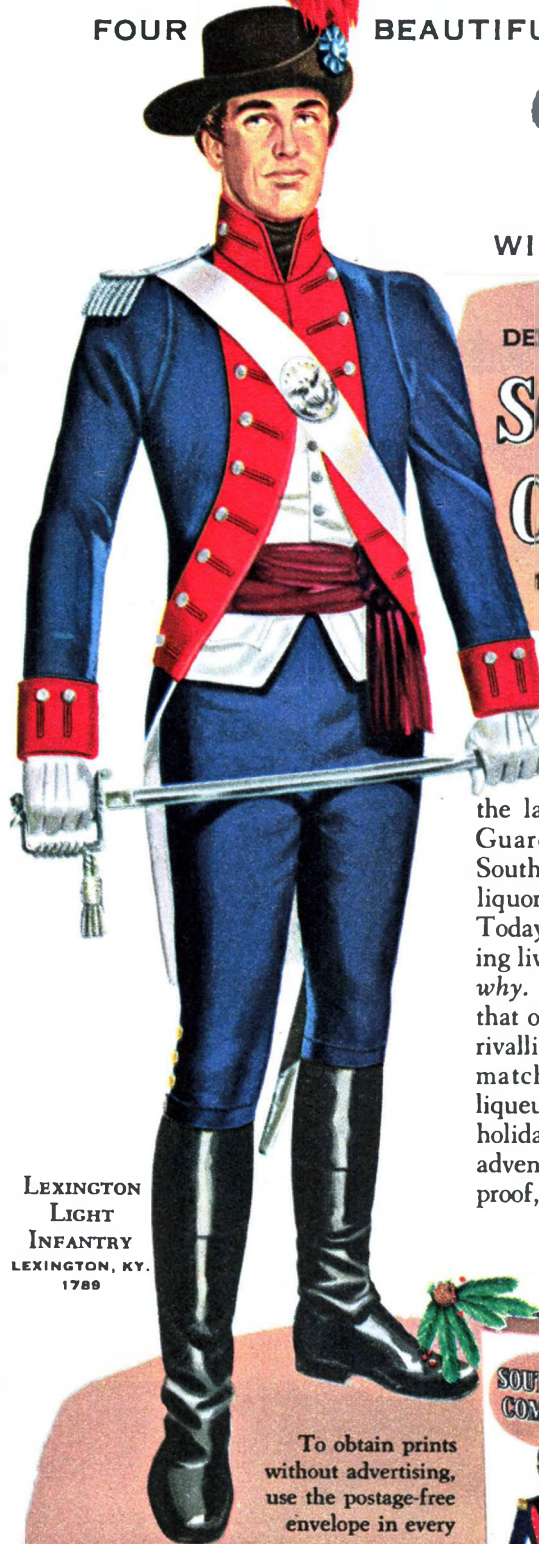
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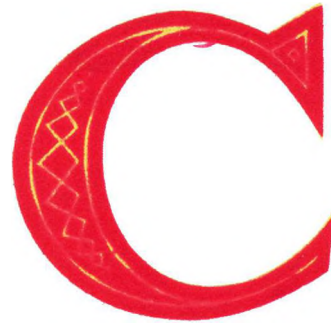
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Also in Canada



Mrs. Jennie Trein holds an angel from her putz, a panorama of the nativity scene. On Christmas Eve, Moravians go putzing to see neighbors' designs.

A small Pennsylvania town, named for the boyhood home of Jesus, recreates each year the story of his birth



Christmas in Nazareth

Nazareth, Pa., a handsome little town, was founded in 1740 by a group of Moravians from Saxony, who sought to worship God in freedom and to carry their faith to the Indians. Since those early pioneer days, Nazareth has celebrated Christmas with observances of simple beauty and piety. Today, Moravians and non-Moravians alike share in the town's time-honored customs on the Christ Child's birthday.



Traditional brass choir plays when the Christmas tree is set up in the town square, and at the Christmas Eve candle service.

Members of the congregation hold tapers at Christmas Eve service in the simple white Moravian church. When electric lights are dimmed, the church is aglow with candlelight.





Morning Star, O, Cheering Sight, beloved Moravian Christmas hymn, is sung by the children's choir at candle service.



Photographed by PETER MARTIN



Miss Harriet Henry makes candles with her Moravian ancestors' molds.

Older children pantomime the story of the Wise Men. Moravian children's Christmas centers on the Christ Child instead of Santa Claus.

AGAINST THE RAVAGING HORDES OF ATTLA

SIGN OF THE



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...AGAINST HIS RUTHLESS PAGAN LUSTS
...THE POWER OF A WOMAN'S LOVE!

PAGAN

THE STORY OF **ATTILA THE HUN**

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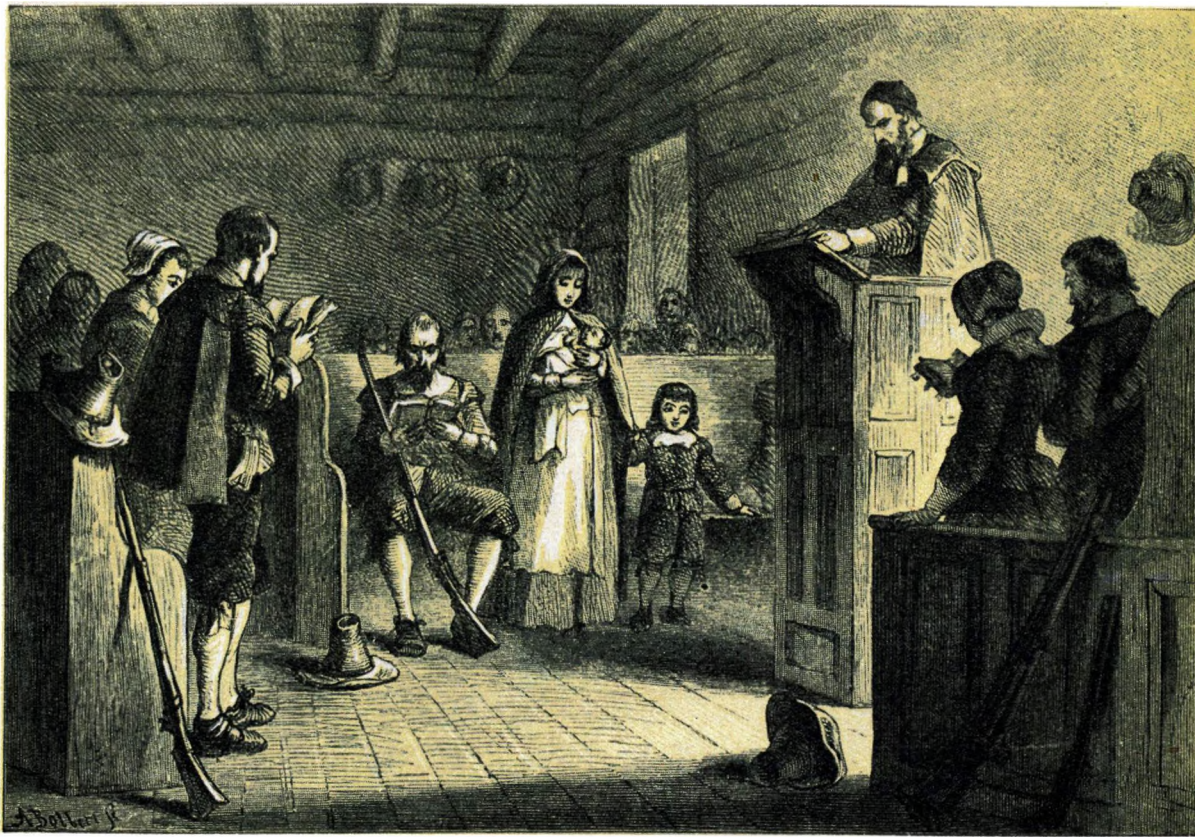
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A GREAT NOVEL!
A GREAT SCREEN
ENTERTAINMENT!



The Pilgrims were first Congregationalists in America.

What is a Congregationalist?

By DOUGLAS HORTON

Dr. Douglas Horton has been minister of the General Council of Congregational Christian Churches since 1938. He was a member of the Central Committee of the World Council of Churches, is a trustee of Princeton University and of Union Theological Seminary, and is chairman of the board of the American University at Cairo.

What is a Congregationalist?

He is a member of a Congregational Christian Church, which, in turn, is a member of the world-wide fellowship of Congregational Christian Churches.

What is the Congregational Christian creed?

If a creed is an attempt to define one's faith in the living God, Congregationalists have been among the greatest creed makers of history—for each particular congregation is accustomed to write its own creed. A few churches use the Apostles' Creed. Other churches have given up the use of this creed, chiefly because one or two of its phrases are believed to be untrue. Congregationalists remain Puritans, with

a passionate regard for truth. They do not adopt a creed unless they are persuaded that it is all true. The Catholic Faith which they hold is fundamentally a belief not in any creed but in the living person of Jesus Christ.

Is a Congregationalist a Catholic?

Yes, though not in the sense that he recognizes the sovereignty of the Pope. He is a Catholic in the sense that he holds what he regards as the Catholic Faith, that universal faith which is common to all Christians and which binds together the "Holy Catholic Church." He holds the Roman to be *one* of the true branches of the Church.

Does he believe in the Apostolic Succession?

Yes. He does not believe that this succession is chiefly visible in the line of Popes, nor in the Anglican or other episcopal lines, nor in the lines of elders or other office-bearers of the Church. Rather, he sees the entire Church of Christ as the succession from the Apostles. He believes that the humblest Church member, as well as the most dis-

continued

On your trip to the sun - this season...



*make every mile
a magnificent mile...*

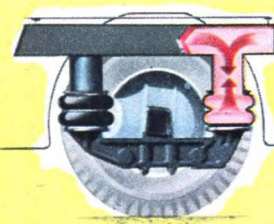
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CONGREGATIONALIST
continued



Young Congregationalist in Lebanon, Conn., takes the collection. The long-handled colonial collection box is a relic of the early days of the church.

Fundamental belief—God is Love

tinguished of prelates, can carry the riches of the Church's belief to succeeding generations.

What sacraments do Congregational Christians observe?

Two: Baptism and the Lord's Supper. Baptism is the rite by which the Church takes a child (or adult) to itself. The mode is usually that of "sprinkling," though other forms may be used if desired. The Holy Communion is the ritual meal at which Christ is the host and through which the Church's faith is confirmed and increased. In some Congregational Christian Churches, the people receive the communion at the altar rail; in most, the elements of Communion are brought by the deacons to the people in the pews.

Do Congregationalists believe in the Virgin Birth?

Probably the majority do not. Undoubtedly many do. It is regarded as a subject for historical research. The fact of Christ, and not the manner in which he was born, is held to be of dominant importance. It is, indeed, the reference to the Virgin Birth in the Apostles' Creed which unfits the latter for use in many churches.

Do they believe in the Holy Trinity?

Fully. They believe in God the Father, Creator and Sustainer of the universe, infinite in wisdom, goodness and love. They believe that God was in Christ reconciling the world to himself. They believe in the Holy Spirit to such an extent that they are extremely sensitive to the dangers which lie in unchangeable laws and ceremonies which prevent new responses to the Spirit's call.

What is the Congregational Christian view of sin and salvation?

The view of most Christians. Sin is opposition or indifference to the will of God. God, however, as Jesus revealed him, is willing to forgive. When, therefore, a person repents in faith, God accepts him—and when God has accepted a person, he need have no fear of the future in this world or the next. He is "saved."

Do Congregationalists believe in heaven and hell?

Certainly not as places of bliss and of torment. They do believe that physical death is not the end of life, that the justice of God cannot finally be escaped, and that it will be heaven to be with God and hell to be without him.

What is their attitude toward the Bible?

The Bible is regarded as revealing God in a way which will never be superseded. Once one knows that God is love, as Christ shows him to be, all subsequent knowledge is simply an elaboration of this fundamental truth—and it is this knowledge that God imparts to men through the pages of Scripture.

Congregationalists apply scientific methods to study of the Bible. As a result, they feel they know what God is saying in the Bible better than did their fathers who lived in a pre-scientific age.

continued



A bright way to remember your pipe-smoking friends!

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3. Stays Lighted Longer



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AROUND OUR HOUSE!

The match flared up
And burned my skin...

I scratched my finger
On a pin...

I scraped my knee
We've ALL got grief...

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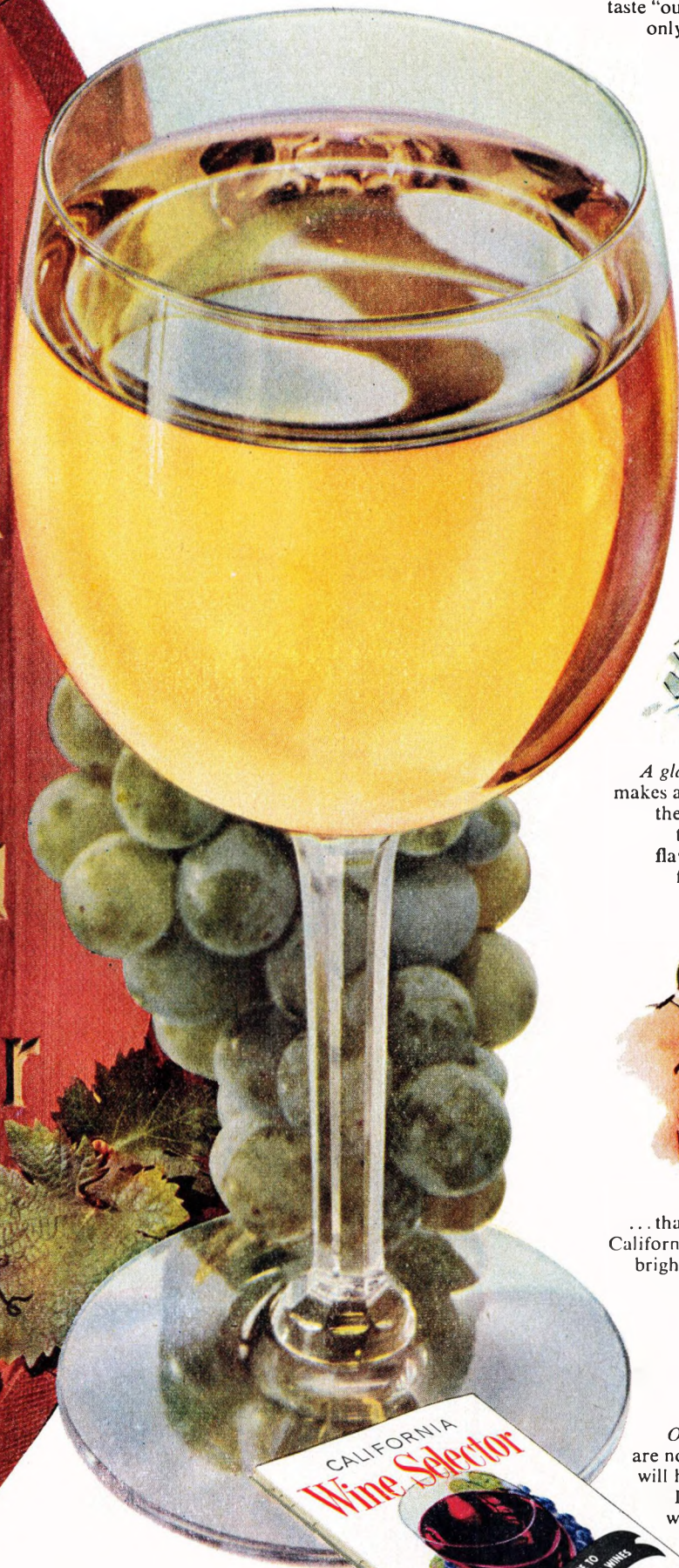
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Just for company dinners? Not at all—wine can make the simplest foods taste “out of this world.” And for only a few cents a glass. Try rich-red California *Burgundy* with an everyday dinner—and see.



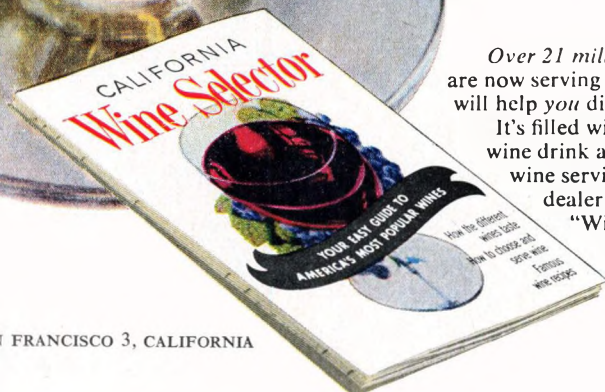
For those who love good food, California wine offers special pleasure. A dinner wine like *Sauterne* (shown at left) adds a touch of gay, golden color—and brings exciting new flavor to your food.



A glass of California *Sherry* before dinner makes a bright and pleasant “break” after the day’s work. You sip it leisurely... take time to enjoy its rich, nutlike flavor... and find yourself ready for a full enjoyment of the meal ahead.



A new and nicer way to entertain... that’s what you discover when you serve California *Port* wine. It brings warmth and bright color to an evening... and mellow, sweet flavor guests truly enjoy.



Over 21 million American families are now serving wine. The free guide at left will help you discover the same pleasures. It’s filled with flavor descriptions, wine drink and cooking recipes and wine serving suggestions. Ask your dealer for a free copy of the “Wine Selector” or write Wine Advisory Board

New Philip Morris "Snap-Open" Pack

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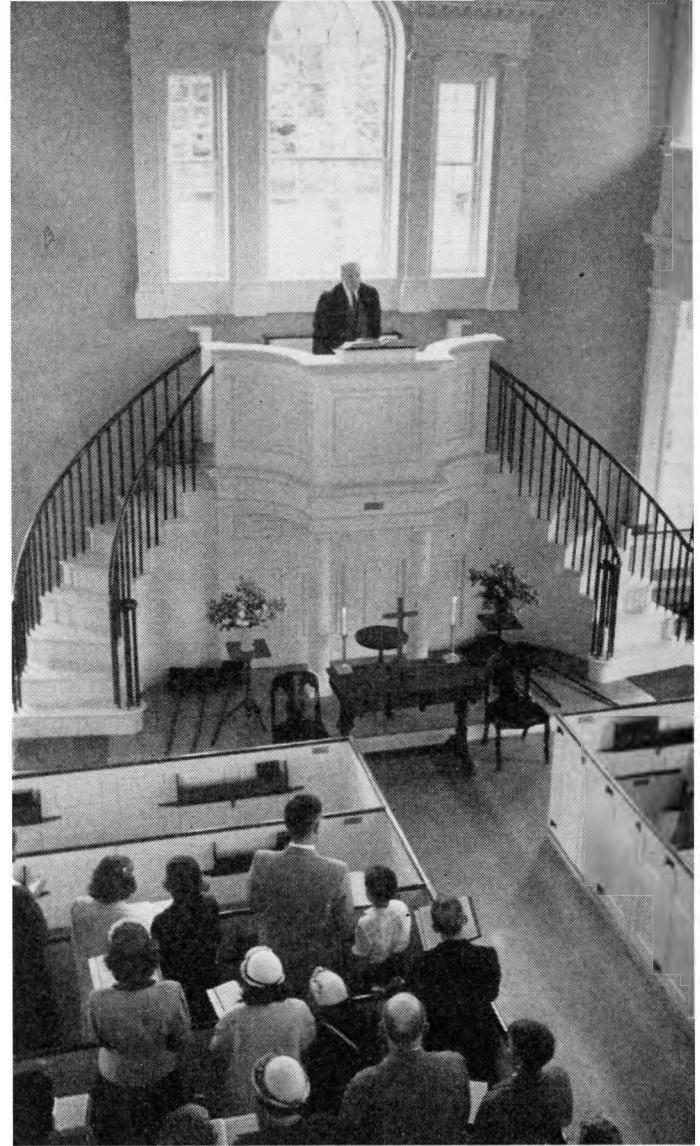
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it closes!

What a convenient pack for America's *finest* cigarette!

CALL FOR **PHILIP MORRIS** KING SIZE OR REGULAR



For the children, Sunday school in the "meeting house" at Lebanon, Conn., means fun as well as instruction. They listen to a Bible story, ponder teacher's questions, sing hymns like *Jesus Loves Me*.



The Lebanon congregation responds as the Reverend Robert G. Armstrong conducts a Bible reading.

If "spiritual divorce" exists, Congregationalists do not oppose legal divorce

Do Congregationalists favor birth control?

On this matter, they have made no official statement. They believe that marriage is a holy estate, whether or not it results in the birth of children. In general, however, they do believe that the use by man of the brains which God has given him to invent means of preventing conception is not contrary to God's will.

What is their attitude toward divorce?

Though the Congregational Christian Churches have never made a joint official pronouncement on divorce, it is safe to say that they regard the current divorce habits of the American people as a scandal. Congregationalists are endeavoring to meet this disorder by giving youth better training in the Christian understanding of marriage. They do not oppose legal divorce after a couple have entered into the tragedy of spiritual divorce.

How and why did the Congregational movement start?

The Congregationalists were one of several groups within the Church of England during the controversial days of the early seventeenth century. They desired that the bishops should have less, and the people more, power over the churches. New England offered them an opportunity to stay nominally within the English Church (for they did not wish to separate) and yet be free from what they regarded as the persecution of the bishops. The tie with the Church of England was broken when, with the coming of Charles II, strict conformity to the Book of Common Prayer was demanded.

What type of worship is used in the Congregational Christian Churches?

Worship usually is a moderately formal order of prayers (silent and spoken), hymns, Scripture reading and preaching designed to ex-

press adoration of God, confession of sin, thanksgiving and commitment to God's will.

What distinguishes the Congregationalist from members of other Protestant denominations?

His emphasis upon the place of the *congregation* in the life of the Church. It is in congregations that the Church is visible in its succession from age to age. It is in the congregation that the Sacrament is celebrated and the preaching of the Word is heard. The congregation is the point at which God is most likely to reveal his will to a worshiping people. In a congregation, all hearts are brought close to each other in brotherhood by being brought close to Christ.

What is the place of women in Congregationalism?

Here the Congregational view differs from many others. So far as ecclesiastical status is concerned, no distinction is made between men and women. In a situation in which an ordained woman can give better service than an ordained man, the Congregational Churches give ordination to a woman of the proper spiritual qualifications. Only about four per cent of the Congregational Christian ministers are women, and of these, less than a third are pastors of churches.

How is a Congregational Christian Church governed?

Ideally, by the mind of Christ through the people who constitute the congregation. When any problem arises, the people seek—through prayer, study and mutual consultation—to understand his mind concerning it. Though their spiritual shortcomings and ignorance too often stand in their way, these obstacles do not excuse them from seeking the will of Christ and following it.

As in many large American denominations, there are county and state associations of churches and a national association—the General
continued

Emphasis on personal responsibility makes Church a "democracy under God"

Council: but these have no power over the internal life of any of the congregations. This is the reason the Congregational Churches are sometimes known as Free Churches. The freedom of the congregation is inviolable, because the congregation is better able to consult the mind of Christ about itself than is any outside group. No minister beloved by his people can be removed by external pressure. No church can be disbanded except by the wish of its people. The relation between Christ and "two or three gathered together" in his name is sacred.

What kind of discipline is used by the Congregational Christian Churches?

The chief discipline is brotherly persuasion. Theoretically, public censure is possible and, in extreme cases, the withdrawal of fellowship from an offender. The latter procedure has been invoked only when the well-being of the Church itself seemed at stake. Since the Church's interest is in redemption, a Congregational Christian Church recoils from any discipline which tends to separate an offender from its ministries.

What is the Congregational attitude to the condition of society?

Like other Christian groups, Congregationalists are committed to helping humanity. They were leaders in the abolition of slavery. They set up and supported hundreds of schools for Negroes south of the Mason-Dixon line, when they were most needed. The Congregational is the oldest foreign missionary society founded in North America—one of those that have been called "the greatest international peace agencies on earth."

The Council for Social Action of the Congregational Christian Churches educates the people of the churches to the social needs of the day. Congregationalists as children of the Reformation believe that the Church stands under the constant judgment of God and must be willing to reform *itself*, if need be, in every age.

What attitude does the Congregationist take to the Jew?

That of a brother. Congregational ministers and Jewish rabbis in many cities exchange pulpits regularly, and there are happy friendships between them. Both have a strongly ethical emphasis in their religious teaching; both stand for the establishment of justice and human brotherhood. The Congregationist considers that fraternity with non-Christians expresses his Christian belief.

In the Congregationalists' view, for what purposes does the Church exist?

Congregationalists hold that the mission of the Church of Christ is to proclaim the gospel to all mankind, to exalt the worship of the one true God and to labor for the progress of knowledge, the promotion of justice, the reign of peace and the realization of human brotherhood. An official statement of 1913 reads: "Depending, as did our fathers, upon the continued guidance of the Holy Spirit to lead us into all truth, we work and pray for the transformation of the world into the kingdom of God: and we look with faith for the triumph of righteousness and the life everlasting."

What is the Congregational attitude toward education?

Congregationalists have always believed in an educated ministry and an educated laity. Harvard College was founded by the Congregational Fathers "to advance learning and to perpetuate it to posterity." Yale had like beginnings. Congregationalists have set up other institutions of learning across the entire country. The Congregational freedom from imposed forms compels them to do their own thinking in the light of the Gospel—and that makes education indispensable.

Do the Congregational Christians believe in co-operation among the denominations?

Unreservedly. They are sometimes called the interdenominational denomination. No other ecclesiastical group has participated in a greater number of unions with other groups. Congregationalists will co-operate with any Christian communion which will co-operate with them. In any community, they oppose religious isolationism and denominational exclusiveness. The Congregational Christian Churches accept members from other Christian communions without reconfirming them and clergy from other communions without reordaining them.

How many Congregational Christians are there in the United States? In the world?

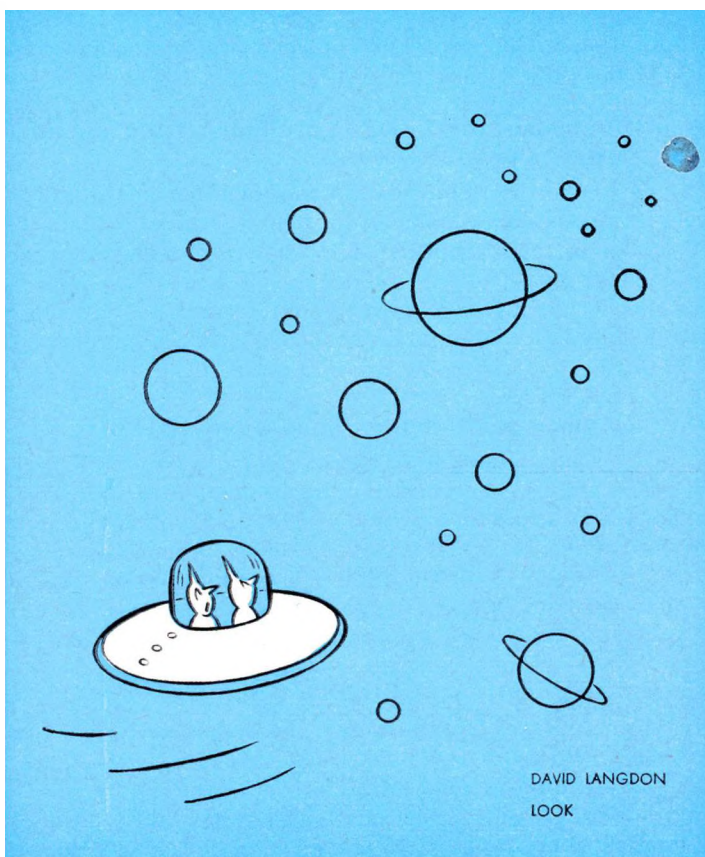
According to the latest census (1953), there are 1,283,754 members gathered in 5,573 churches in the United States. There are about two million Congregationalists in the world.

What role have the Congregationalists played in America?

The Pilgrim Fathers who landed on Plymouth Rock were the first Congregationalists to reach the New World. Shortly thereafter, other shiploads of Congregationalists poured into the Puritan colony of Massachusetts Bay. They gave to New England its early character. They were pious and hardy and they loved learning.

The historian George Bancroft calls the Mayflower Compact, which was composed and signed by the Congregational Fathers, "the birth of popular constitutional liberty" in this country. Being itself a pure democracy under God and summoning all its members to individual responsibility and labor, Congregationalism today conserves, as historically it helped to create, American democracy.

END



"The trouble with Venus is, it's so darned suburban."

BLUE CROSS® through 25 years has given
*more people more benefits than all other
 plans combined!*



Friends and neighbors banded together in Blue Cross form America's greatest nonprofit, nationwide organization for prepayment of hospital care . . . the only one officially approved by the American Hospital Association.

IT ALL started in 1929 when Baylor University Hospital made it possible for Dallas schoolteachers to protect themselves against the sudden cost of an unexpected hospital stay. Each one paid a small amount regularly into a common fund, and this fund paid the expenses of those who had to be hospitalized.

Out of this idea of people helping each other grew Blue Cross. It spread to communities across the nation. Today, it protects 46 million people! Blue Cross has grown because it has held fast to its ideal of public service. Its aim still is to help people get not dollars, *but the hospital care they need.*

Blue Cross is still nonprofit . . . sponsored in the community by citizens and hospitals. Every penny paid in, except for small administrative expense, is set aside to pay for hospital care. Dues and

benefits are adjusted locally to fit local needs. That's why those who belong to Blue Cross get maximum protection at low cost. For an entire family, the cost is only a few cents daily.

All the basic hospital services and many extras are provided for. Such real help is made possible through the arrangements Blue Cross has with thousands of the nation's hospitals. Among its many advantages, this unique "partnership" enables members to enter the hospital simply by presenting their Blue Cross cards. And the hospital is paid directly; no claims need be filed.

Paying for \$55,000,000 in care each month, Blue Cross today is doing more for American families than any other organization of its type. The protection it brings is a continuing one, a safeguard the

individual may keep despite his changing jobs or frequent use of benefits.

For further information about Blue Cross, contact the local office listed in your phone book. Rural families in many states can simply contact local farm organizations. You may also get full details by writing Blue Cross Commission, Dept. 117, 425 N. Michigan Avenue, Chicago 11, Illinois.

Helping people meet doctor bills—
BLUE SHIELD

To round out the vital protection brought Americans by Blue Cross, famous Blue Shield was organized. It is *nonprofit*, locally sponsored by doctors and other citizens to help families meet the expense of doctors' services. So practical has it proved that people are joining at the rate of 18,000 each working day.

FOR WOMEN ONLY

Quick gifts . . . Dogs buy books . . . A wreath to eat

FAKE JEWELS INTO CHRISTMAS GLITTER. Sandy Bennett, wife of singer Tony Bennett, shows how she makes her own Christmas-tree ornaments out of bits of glitter, pins and Styrofoam from the florist (below): Shape the white Styrofoam into balls.



Sandy, Tony and glitter.

Then, with straight pins, stick pieces of junk jewelry (sequins, pearls, beads, broken earrings) into the balls. A pipe cleaner pinned to one end makes it ready to hang on the tree.

DECORATE an outdoor Christmas tree with strips of fluorescent tape. They'll glow whenever automobile headlights shine on them. Cut the tape in strips about five inches long, attach a piece of wire at one end to hook onto branches.

PSYCHOSOMATIC BEAUTY. "Unless a woman feels she can be made beautiful, no beauty treatment will be effective," insists Mme. Pogany, New York skin and beauty specialist. "A positive attitude is absolutely essential."

RED IS FOR CHRISTMAS. Rosemary Clooney Ferrer ordered a maternity wardrobe of Christmas-red dresses. . . . Those orange taxis must go, according to New York designer Valentina, replaced by a color that will blend with the bright red hats and coats of the women and the nice dirty gray buildings. . . . The casual cardigan with pushed-up sleeves is high fashion with New York City's first-graders—preferably in bright red.

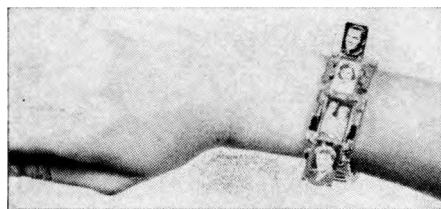


Personalized wine.

A HOLIDAY TOAST. Make your own personal Christmas label and paste it on the back of a bottle of wine (left).

UPPER-CLASS CLIPS. Bonwit-Teller, one of Fifth Avenue's swank shops, is doing a big Christmas business in paper clips. They are exactly like the paper clips found in any desk drawer, only giant size (more than 7 inches long) and gold-plated.

FOR A FISHERMAN—A DOZEN GIFTS IN ONE. A year's membership in the Plug-of-the-Month Club, centered in West Palm Beach, gives a sportsman 12 plugs, lures or flies during the year (depending on the kind of fishing he prefers).



Coro's new bracelet is a picture album, too.

A WRISTFUL OF PICTURES. A flexible bracelet, with a locket just large enough for monogramming, opens up like an accordion to reveal four tiny frames for favorite pictures (above).

SELF-HELP ZIPPER are the result of a long-reach gadget, designed for girls who are tired of asking others to zip them up the back.

THROW-AWAY OVEN LININGS. For cleaner cooking, a new electric kitchen range comes with aluminum-foil disposable oven linings.



PERRY BARLOW

LOOK

"Run in squealing with delight. Daddy has the tape recorder on."

A POPCORN WREATH that looks like Christmas (below) takes only minutes to make. Melt ¼ lb. butter or margarine. Add ½ lb. marshmallows and cook over low heat, stirring occasionally, until marshmallows are melted and mix is smooth. Remove from heat, add 2 teaspoons vanilla. Combine with 8 cups of popped corn. Line a 10-inch ring mold with waxed paper and oil the paper. Pour popcorn mix into pan and press down smoothly. Decorate the top with pieces of red and green gumdrops or candied cherries and fruits. Let stand until set, turn out, serve decorated side up.



A Christmas wreath to eat.

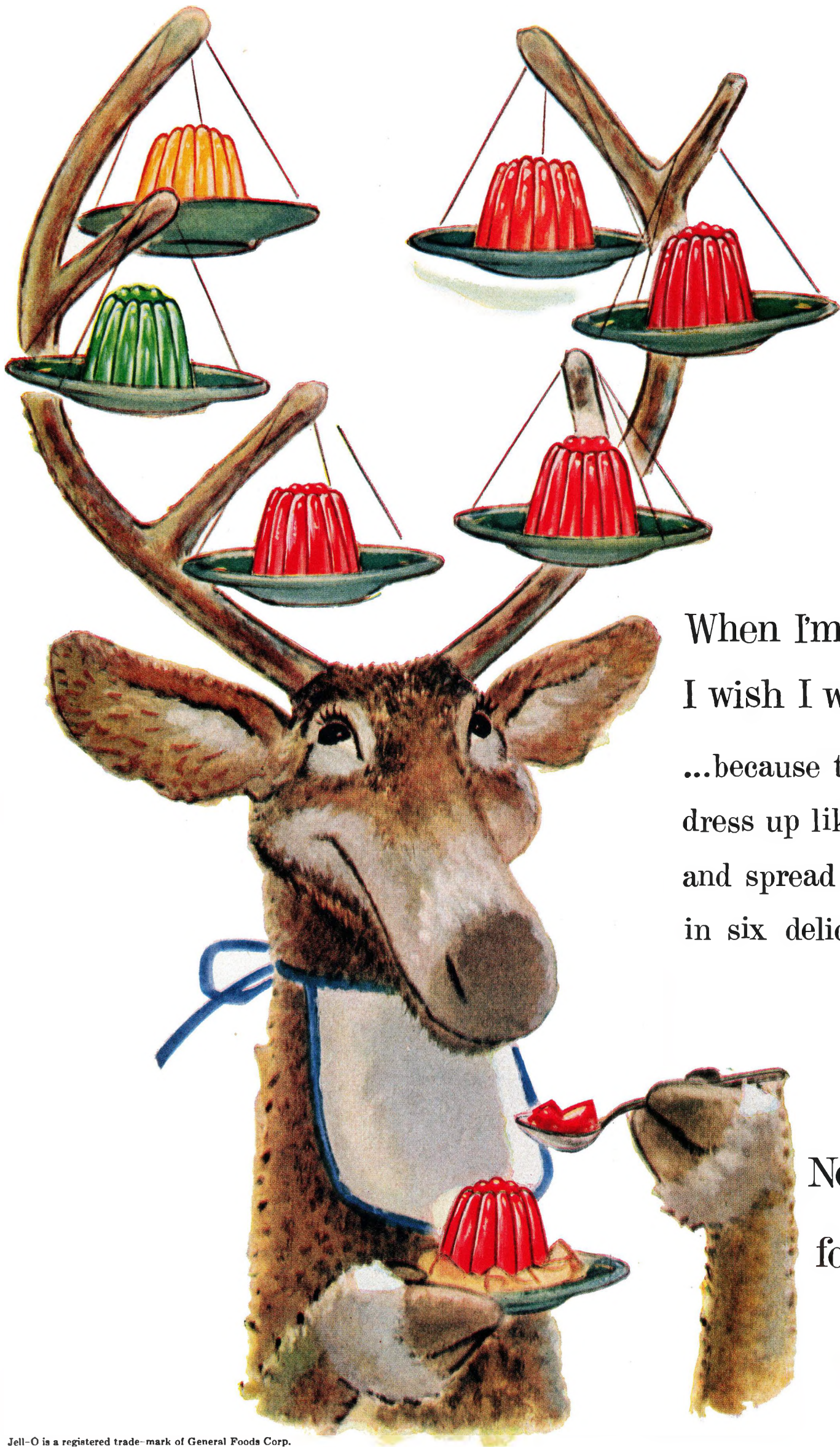
DOGS SUPPORT LITERATURE. The money spent for new books by small libraries in western Massachusetts "is partly gathered from local dog taxes," says Mary Handy in *The Christian Science Monitor*, "so that the number of new books a town library buys can depend on something no more intellectual than the number of dogs in town." . . . In New York, librarians have voted to admit the city's dogs into the 80 branches of the Public Library. The only requirement: Canine book browsers must be housebroken.

TIPS ON YOUR HOLIDAY LOOKS. If a youngster's bubble gum gets out of bounds and on your dress, rub it with a piece of ice, then scrape off. . . . To remove paint from your hands: A do-it-yourself enthusiast found that a stick of solid cologne rubbed on the skin removed the paint—and made her smell like a lady of leisure too.



American LOOK Beauty . . . No. 35

DIANE DOBBS McCALL is an American beauty in Baghdad. The pretty young wife of an attaché in the American Embassy in Iraq and mother of two young children, Diane and her family have lived in the remote land of *The Arabian Nights' Entertainments* for nearly two years. Diane, whose home was in New York City before her marriage, took an active interest in politics and did social-service work for the Spence-Chapin Adoption Service.



When I'm eating Jell-O
I wish I were a reindeer
...because then I could
dress up like a Christmas tree
and spread good cheer
in six delicious flavors

Now's the time

for

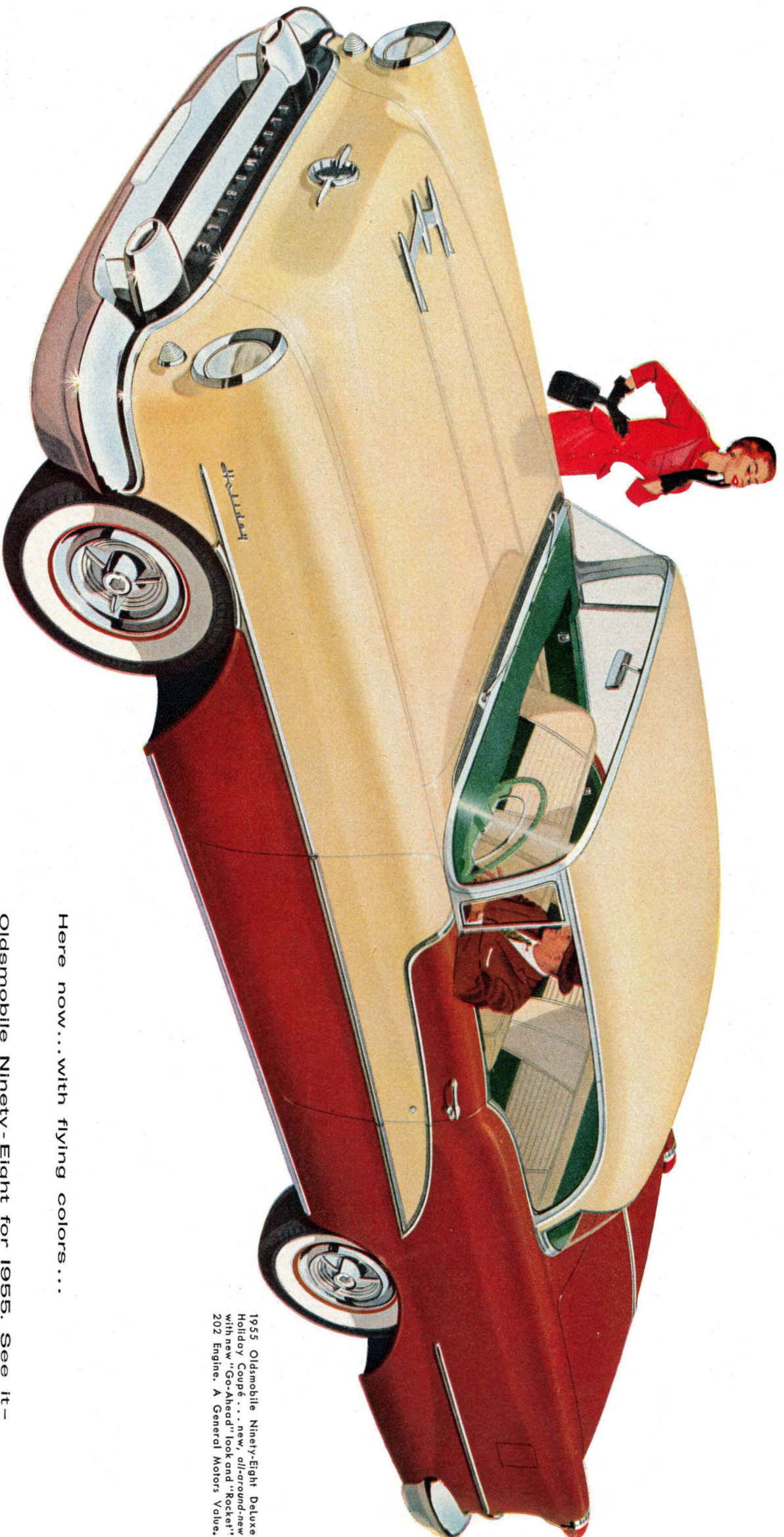


Great names make great gifts

People and time make a name great. And no
whiskey has ever achieved the esteem of so many
millions for so long a time as Seagram's 7 Crown.
That is why this Christmas—and every Christmas—
it is America's greatest gift whiskey!



Give Seagram's and be Sure



1955 Oldsmobile Ninety-Eight Deluxe Holiday Coupé . . . new, all-around-new with new "Go-Ahead" look and "Rocket" 202 Engine. A General Motors Value.

Here now...with flying colors...

Oldsmobile Ninety-Eight for 1955. See it—

and Oldsmobile's new Super "88" and "88"; too—

on gala display at your dealer's.

Submariner Dick Prahm, 19 (below), comes from Odessa, Texas, can take pressure (right).



Our sub service

races against Russia's which now

has seven times as many submarines

as Germany had in 1939

Men under pressure

The U. S. submarine service is in grim competition with the powerful under-sea fleet of Soviet Russia. Red subs now outnumber ours by two to one; Russia has seven times as many submarines as Germany had in 1939. The U. S. has two great advantages: in technological achievement (Russia has no atomic sub) and in a relatively small group of exceptional young Americans. These men, all volunteers, who crew U. S. submarines are among the brightest and the strongest emotionally in all the services. They are team men, quick-witted, even-tempered, resourceful. Packed into a cigar-shaped tube the length of a football field, surrounded by gadgets, flashing lights, noise and—ultimately—deep water, the 80 men on each submarine must work coolly and efficiently, with each understanding the job of every other man and able to step into it. The Navy knows in advance how the men will perform—its school at New London, Conn., supplies 1,600 men a year only after they complete a rugged, eight-week course (six months for officers) in basic submarining. The course includes the physical and emotional pressure tests shown on these pages. The tests are severe; so are the demands of submarine warfare.

continued





New student learns his jobs in escape tank, classrooms and (above) dockside submarine.

School opens with the Navy's most rugged pressure test

Sailor Dick Prahm enlisted in the Navy last year. After 12 weeks of boot training and 14 weeks at an electricians' school, he volunteered for submarines. "I heard they had the best chow in the Navy," he says. The first thing Dick had to learn, paradoxically, was how to *escape* from a submarine. It is a solemn business. Like his buddies, Dick knew that his life might depend upon how well he learned his lessons. Or he might not be allowed to continue in school — about eight per cent of the volunteers fail here, many because of weak eardrums, some because of claustrophobia or other anxieties. Coming up from depths of 12, 50 and 100 feet in the silo-shaped training tank (right), each man has his own thoughts. For Dick Prahm, "It was funny looking up there and seeing nothing but water." But he made it.

Wearing "Momsen lungs," Dick Prahm (third from left) and buddies hear lecture on sub escape procedure. They are told to breathe normally coming up and that an





Training tank towers above base, contains 250,000 gallons of water.



Fog rises in preliminary pressure chamber when Prahm's class is subjected to 44.4 pounds of pressure per square inch, equivalent to pressure in 100 feet of water. Chamber gets extremely warm and nitrogen in air makes men feel giddy.



Under pressure in lock 100 feet below surface. Prahm's air intake is compressed to one fourth of normal. Lt. Jim Peirano (right), officer in charge, checks Prahm's Momsen lung, making sure flutter valve will release excess air on way to the top.

continued



With Navy lifeguards watching each man carefully, future submariners glide up and up from the deep




THE BEL AIR 4-DOOR SEDAN

Chevrolet's 3 new engines
 put new fun under your foot
 and a great big grin on your face!

You'll want to read about the new V8
 and two new 6's here.

But it's even better to let them speak
 for themselves on the road.

You've got the greatest choice going in the Motoramic Chevrolet! Would you like to boss the new "Turbo-Fire V8" around . . . strictly in charge when the light flashes green . . . calm and confident when the road snakes up a steep grade? (Easy does it—you're handling 162 "horses" with an 8 to 1 compression ratio!) Or would you prefer the equally thrilling performance of one of the two new 6's? There's the new "Blue-Flame 136" teamed with the extra-cost option of a smoother Powerglide. And the new "Blue-Flame 123" with either the new standard transmission or the extra-cost option of new Touch-Down Overdrive. See why Chevrolet is stealing the thunder from the high-priced cars? It has that high-priced, high-fashion look and everything good that goes with it—power, drives, ride, handling ease, *everything*. Let your Chevrolet dealer demonstrate how Chevrolet and General Motors have started a whole new age of low-cost motoring! . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

Motoramic  More than a new car. . . a new concept of low-cost motoring!



cheery fire... the holiday season at the end of a good year... and a drink made with Fleischmann's Gin or Fleischmann's Preferred are among the better things of life. Here's to your enjoyment of them for a long, long time to come!

FLEISCHMANN'S PREFERRED — BLENDED WHISKEY • 90 PROOF • 65% GRAIN NEUTRAL SPIRITS • FLEISCHMANN'S GIN — FIRST GIN DISTILLED IN AMERICA • DISTILLED DRY GIN • 90 PROOF • DISTILLED FROM AMERICAN GRAIN • THE FLEISCHMANN DISTILLING CORPORATION, PEEKSKILL, N. Y.



PART III—Up from Lower East Side gutters

and some “fancy” prisons, Rocco Barbella makes

it to the top with his two fists

The Fight of My Life

By Rocky Graziano

with Rowland Barber

So here I am, Rocky Graziano, the middleweight champion of the world. I come up from the gutters of the East Side as Rocco Barbella, stopping off in some real fancy jails and reform schools. When I come home from my last prison bit, they throw me in the Army. I don't know from nothing about the Army or the war that was going on. So I pay for that mistake and I stand for a year in the Army stockades and guardhouses.

In spite of it all, I've made it, with my two fists. I married a wonderful girl from a wonderful, decent family. I moved outa the East Side. I, too, become a decent citizen. And I fought my way up to the world's championship.

Then I learn that there's nobody the world likes better to slap in the face than a guy trying to go straight. I learn this first when I get hauled in by the cops for not reporting some bribe I didn't take, and the State of New York suspends me. I learn it all over again when some guy rats to the papers about my Army troubles and how I served time in the Army. So when they find this out, fourteen states suspend me.

The only good thing happened during them long months of suspension was that Roxie, my second daughter, was born. When I brought Norma and Roxie home, I swore I would get my name cleared. This I meant just like the promise I made to my mother back in the pen, the day I decided to turn the leaf. For my little girls, Roxie and Audrey, I am going to be a good father. They are not going to suffer on account I was once no good.

But it seemed like the more we tried, the further away I got from fighting. Everybody talked big about pull, pull with the mobs, pull with the politicians, but nothing helped. No word come from Commissioner Eagan.

continued

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Condensed from *SOMEBODY UP THERE LIKES ME* to be published
in February, 1955, by Simon and Schuster, Inc.

NEW HANDYMAN WITH EXCLUSIVE PUSH-PULL RING SWITCH.

King Size Power
King Size Life!



NOW...
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KING SIZE
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KING SIZE

WITH
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King Size in every way . . . that's the new Ray-O-Vac 4-LP flashlight battery—the culmination of our experience in building more than 2 billion LEAK PROOF brand flashlight batteries. A special polyethylene type protection, it has extra long life and dependability—fits any flashlight. Here's the battery you can count on to give "light when you need it." Construction of Ray-O-Vac LEAK PROOF brand cell fully guarantees it against corroding your flashlight. Don't be satisfied with less! Ask for Ray-O-Vac by name!

Feel the Steel...Steel's the Difference!

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THE FIGHT OF MY LIFE continued

"The lights spin like crazy, then go out and Rocky is the former champion."



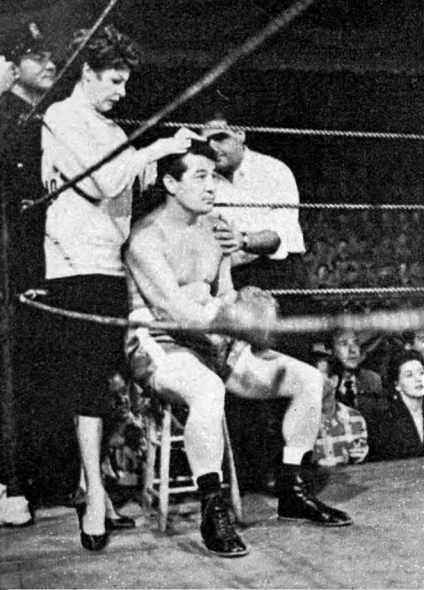
"For my little girls, Roxie and Audrey," Rocky vows he will be a good father.

Then I get a break. Boxing officials in Washington said O.K., I could go in the ring down there, if I only took one buck as my share and give the rest to charity. This is wonderful news. I was too rusty to win big in Washington, but I win. Then come the real break. I sign to meet Tony Zale for our third bout, in Newark. Jersey is one state I can still fight in.

For once, I trained hard. I got to shoot the works in this fight. I crunched my teeth together and I worked until the sweat drained all the strength outa my muscles and my bones felt like lead pipes. But this was different from a year before, when I was throwing thunderbolts at anybody that dared spar with me, in Chicago.

I just didn't feel right.

When I and Tony come in the ring that night, it was like the other two times—the crowd screeching for blood. Then, in the start of the first round, Zale catches me *whing! whing!* two left hooks on the jaw and jolts me back on my butt, and I know this is not the same



Television appearances, like this one with Martha Raye, give Rocky hope for the future, when he'll get belly laughs instead of raw cheers, in a "legit" business.



Wife Norma has stuck by him through it all, is now very proud of her Rocky.

kind of fight and I am not the same fighter I was the year before.
I just didn't feel right.

For a minute there in round two, I was belting him good and I got the old taste for the kill coming up my throat—but the bell stopped me. It didn't come back. In the third, I know for real something is wrong with me. My hands are getting heavy. My feet begin to stick to the canvas. A left hook flies at my jaw and *wham!* It was like somebody slammed me on the floor. The lights fall down and Zale and the referee spin around me like they were on one-wheel bicycles, and my elbow is grinding in the canvas and burning.

Somehow I get up at the count of six. Zale's fist comes at me. It explodes right inside my head. The noise drops away into quiet. The lights spin like crazy for a split second, then they go out, and out with them goes Rocky Graziano, now the former champion.

I come out of it. I am thirsty and my nose is full of aromatic spirits and I feel sick. Irving Cohen has a hand on my shoulder.

continued

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"on the rocks"

it's wonderful!



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Easy to serve! Pour Martini & Rossi Imported Sweet Vermouth over ice. Garnish with a twist of Lemon peel.

AND DON'T FORGET

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When Your Nose Fills Up at Night



Open Up Your Nose —
Breathe Again —

Sleep Again!

Stop tossing and turning on those nights when a stuffed-up nose keeps you from falling asleep. Use Vicks Va-tro-nol Nose Drops! A few drops up each side of your nose, as directed in package, and . . . your nose opens in seconds! Use Vicks Va-tro-nol Nose Drops tonight! Breathe again! And so sleep again!

VICKS VA-TRO-NOL
NOSE DROPS

THE FIGHT OF MY LIFE *continued*

"I was an all-right guy in my town once again. Tie and all, I cried."

"Don't worry, Rocky," says Irving. "Don't worry. We're going to make a lot of bucks yet."

I laid back on the dressing table, praying to God I could close my eyes and never open them, die right there. They carried me home and I locked the door and didn't talk to nobody, not even Norma. I didn't know I could sink so low.

But I didn't know either that with the big left hook in the third round, the shot that exploded in my head, the last of Rocco Barbella had been knocked out of me, the very last bit. If I coulda known, I woulda rose up outa the dumps like I had the wings of a pigeon.

But it took until my fight with Sugar Ray Robinson before I seen the truth—how I finally win the fight of my life there on the stinking canvas in Newark, belted out by Tony Zale.

After I lost the title—months after—the New York State Athletic Commission finally give me back my license to box. So many thousands of my fans sent letters to Mr. Eagan, and so many of the sportswriters kept pitching for me, that finally they broke down. The first time I walked into the ring in New York City, after they lifted the ban, was before a fight in Madison Square Garden. I was so steamed up that night I wore a tie. They announced me to the crowd, and for five minutes, everybody yelled and cheered, and I went outa the ring with tears in my eyes. I couldn't help it. I was an all-right guy in my own town once again and I was so happy I cried, tie and all.

My handlers begun to build me up for another crack at the title—you know, with fights that made me look good and give me confidence. But I couldn't seem to get mad no more, no matter how my opponents cursed me or give me the knee in the groin. And if they put me in with a kid I liked, I couldn't make myself knock him out. I notice this change, but I don't stop to figure out what's happened.

I was changing in other ways, then. Like I got mixed up with other kinds of characters. Take this quiet kid with the good built who

continued



"He just hovers over the stove 'til I make him a Cheese Rarebit with Durkee's FAMOUS."

DURKEE'S FAMOUS SAUCE

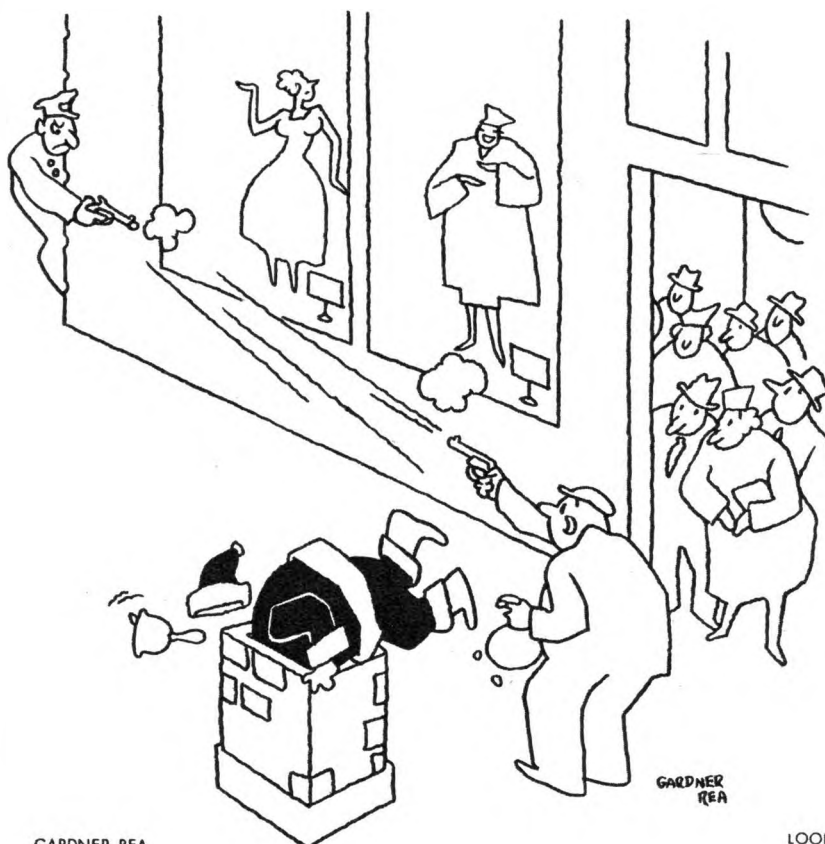
People who just like to eat, and people who like to *eat well*—all enjoy the unique delicious flavor of Durkee's FAMOUS. Serve it at the table with sea food, meats and poultry—or follow the lead of famous dining places and use it in the preparation of your favorite casseroles, salad dressings and sandwiches.



One of Durkee's Famous Foods

PHOTOQUIZ ANSWERS

(See page 96) 1—(d) Silvana Mangano. 2—(b) Wales. 3—(b) beaver. 4—(c) mess tin. 5—(b) schussing. 6—(a) Roberta Peters. 7—(c) sand painting. 8—(d) hex marks. 9—(a) quarrying. 10—(b) the Ordnance Department. 11—(b) heron. 12—(c) John Wesley. 13—(d) Laurence Olivier. 14—(a) Frank Lloyd Wright. 15—(c) lobster. 16—(b) exposure meter. 17—(c) Paris. 18—(a) the spruce. 19—(d) San Antonio. 20—(b) John Steinbeck.



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LOOK

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BETTER THAN EVER

IN **COLD** RELIEF

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Ancient Age

the supreme luxury in Bourbon!

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Ancient Age

Bottled-in-Bond, 100 proof

in addition to the

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and genuine

Ancient Age

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Kentucky Bourbon.



Bright idea for Christmas!

A gift of Ancient Age *really* says what Christmas cards try to say.

Ancient Age, impressively and richly packaged for holiday giving, is distilled, bottled and sealed *only* by the Ancient Age Distilling Co. This insures supreme flavor and uniform luxurious quality.

At the present new low price of Ancient Age 86 proof Straight, you save so much on each bottle you can delight even more friends than you originally supposed.

If you can find a better bourbon...buy it!



"Joy to the family"



THIS CHRISTMAS
Say it with
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TRADEMARK



To everyone alike, your lovely, living Flowers-By-Wire bring glad tidings of happiness and love. Simply leave your Christmas list with your F.T.D. Florist . . . the shop with SPEEDY and the famous MERCURY EMBLEM. He guarantees delivery worldwide, telegraph-fast — even of last-minute remembrances.

Phone or Visit
Your F.T.D. Florist

Florists' Telegraph Delivery Association, Headquarters: Detroit, Michigan

THE FIGHT OF MY LIFE *continued*

"The funny thing is, when I win it's Rocky Bob kills the opponent for me."

begun working out by me in Stillman's. I feel sorry for him. He rides around the city on a second-hand motorcycle and wears blue jeans. Whenever we go for coffee, I always pay for it. He's a nice kid.

Then one day, he says, "Come take a walk and see where I work." The docks, I figure. But he takes me where the theater sign says Marlon Brando in *Streetcar Named Desire*. That's him—Marlon Brando. He give me two tickets to his show and tells me thanks.

Later, I find out why he said thanks. I am watching TV one night, and they introduce this movie about fighting with Marlon Brando. Then he comes on the screen and it's him all right, only it's me! He walks like me and talks like me and throws punches like me. How you like that! I got conned into learning the guy his part by a motorcycle and a pair of old blue jeans. What an actor!

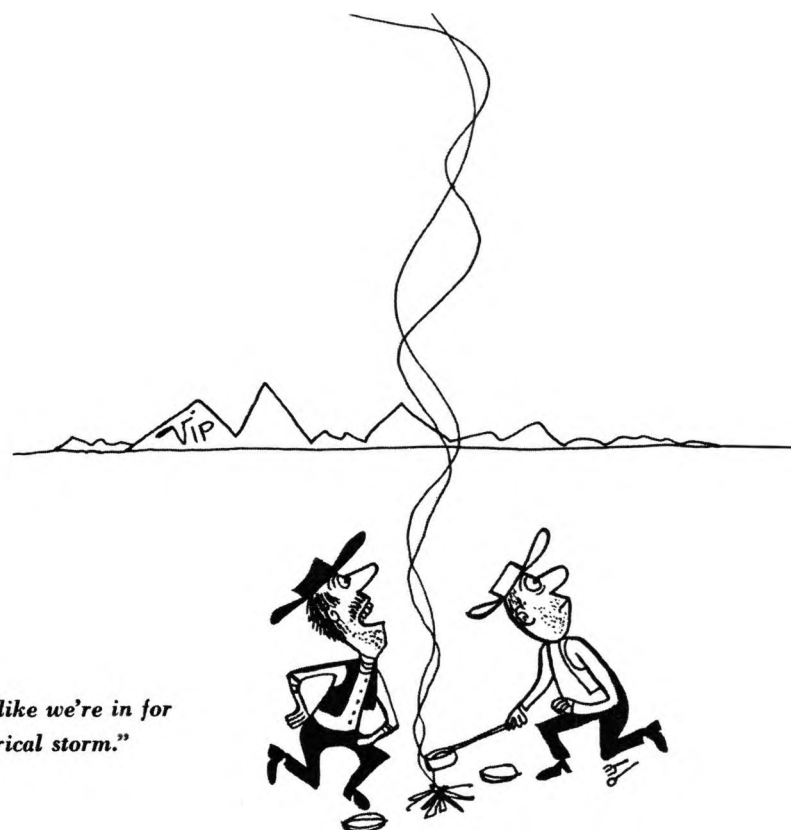
In 1952, they get me matched with Sugar Ray Robinson, who owns the title I once held. The fight is to be in Chicago. But things aren't the same in Chicago this trip. The fans don't come around the hotel and the gym and pump my hand, just plain fans with no dough on the fight. This time, my grandmother was not praying in the church for me when I step in the ring. Grandma was dead.

Everybody says I have lost the old punch and I'm getting old and slowed up. They want me to think I'm through. So I tell myself I got to take this one and prove Rocky Graziano is not through.

I come close to taking Sugar Ray, too. In the third round, I set him off his feet and, for a second or two, I feel I can kill him off. But when the opening come for the final smash, my hands and legs would not do what they had to do. I was finished. Everybody was right. Even before I see the last shot coming at me, I knew I was finished.

After Robinson KO'd me, I belted the ring posts until my fists got numb, and then bloodied my knuckles on the dressing table inside. That's a hell of a feeling, to know you're all washed up.

The next day, the train is gunning me back to New York over the lonesome, flat country I am no longer scared of. I am thinking back about the life I have lived. Then it come to me. I sat up in my seat and almost spilled the gin-rummy game my managers were



"Looks like we're in for an electrical storm."

playing. I give them a big smile and they said what was the matter? I just mitted 'em tight over my head and kept on smiling and they decided I was punchy and went back to their game. In that second, on a train going east across Ohio, I knew the big one was over.

I had won the fight of my life.

I knew I never had to fight again—in the ring or on the street, against the rest of the world or against myself. It finally sunk in. All this time, two guys were fighting inside me. Rocco Barbella vs. Rocky Graziano, the old Rocky Bob against the new Rocky.

The funny thing is, when I win the bloodiest of all my bouts, it is because Rocky Bob comes wheeling in the ring and kills the opponent dead for me. The gang fighter in me takes over. But not no more. When I got knocked out by Tony Zale in Newark, the gang fighter was belted out for good. Now I knew why I begun to change.

Now I made it to where they can't ever push me back, no cops with their bats and rubber hose, no courts or commissioners. Even my new name, Rocky Graziano, is legal now. I put most of the dough I won into annuities, so my kids will never get pushed around either. With these two fists of mine, I have made it here. I am proud.

Sometimes I walk down the streets of New York, feeling for the first time how it is to be free and not have to hide from anybody, and then I get to thinking about some the guys who didn't make it.

There were the guys I boxed. Like Vince Foster, who I fought back in the Army, the wild kid from Kansas who they tamed and started off on a red-hot boxing career. Vince went back to the bottle and the needle and knocked himself off in a car accident. Bummy Davis got shot in a hold-up, trying to protect a friend of his, in Brooklyn. Harold Green, the kid who went berserk in the ring the last time we fought, has not been doing good. I got him on a TV quiz with me, and we won enough so he could pay his rent. Tony Janiro is having a rough time, too. Tony Zale's eyes never got right after the three fights we fought. Jerry Fiorella committed suicide.

Then I get thinking, where would I have wound up if the breaks had been different? For the answer, I only got to look what happened to my old pals I used to roam the city with.

Houdini, my first friend, stuck it out in the rackets, moving up from one mob to the other. Then he musta made a wrong move, five years ago. They got him. One night, in a bar down on Seventh Street, the customers hear a guy running like crazy out front, then a lot of bumping around in the doorway next to the bar. They run out, but already it's too late. Heaped up on the floor is Houdini. He is dead, but he is still vomiting and blood is running out his ear, where they

continued



Easy does it!



1 Combine 1 cup Carolina Brand or River Brand Rice, 1½ cups cold water, 1 tspn salt, 1 tbspn butter or margarine in heavy saucepan (about 3 quarts).



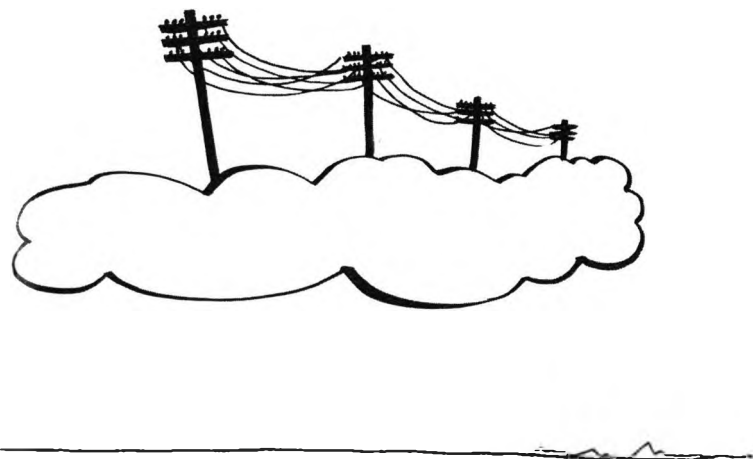
2 Turn heat high. When beginning to boil, reduce heat to medium low. Stir once with fork.



3 Cover tightly and cook 12-14 minutes or until all liquid is absorbed.

...and quickly, too. Of course you want rice that's easy to prepare — but you don't want to lose the rich flavor of *natural* white rice and you don't want to *pay more for less!*

River Brand and Carolina Brand Rice give you the true natural flavor of white rice as nature intended . . . *cook to fluffy, snowy-white perfection in only 14 minutes.* Cost less, too! Up to 3 times as much rice per package as artificially processed brands.



VIRGIL PARTCH
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WHEREVER YOU ARE...

You get more relief with every drop



The Only Cough Drops Medicated... with the throat-soothing ingredients of Vicks VapoRub for relief of coughs due to colds or smoking. Every drop you take brings added relief.

THE FIGHT OF MY LIFE *continued*

"I shake hands with colonels and mayors and ex-Presidents and J. Edgar Hoover."

pumped two bullets into him. It looks like Houdini didn't want to make no trouble in the saloon, where a friend of his worked, so he got trapped trying to make it up to the roof and get away. Nobody will ever know who rubbed him out, a deal like this.

My pals from Tenth Street didn't make out much better. Ali Baba, he got the mob treatment, too. They pumped lead in his chest and dumped him out on the East River Drive. But Ali fooled them all and lived. When he come outa the hospital, he got smart and disappeared. Lou Parisi from my click in the protectory and Flatbush Tiger from my reformatory click both died in the electric chair. Amando and Flat Nose and Calabash are doing a total of sixty years between them. Shorty the Greek got his head took off in a truck pile-up while he was hitchhiking to visit his brother in the pen.

Terry Young is not doing so good today. Terry was number-one contender for the lightweight crown when he made the mistake of going out on the wrong kind of a job. He paid for it—in Sing Sing (he busted out two windows there the night I lose to Zale)—and when he come out, he lost his form. He couldn't get no job on account his reputation, and fathers of kids on the Avenue said, "Stay away from Terry Young. He's a bad one." He just gets along from day to day and don't care much what happens. In the old days, the kids used to call him "Tough Terry" and run behind him when he done road-work up and down along the docks. It was Terry who give me his money and let me wear his clothes and made me become a fighter. Tough Terry! That was the only title he ever held.

"My Old Pal Makes Good"

The one I feel best about is old Romolo, my favorite partner. After the cops wised up to his act with the crucifix and the tears, he done his bit at Riker's and then up at Sing Sing. When he come out, he couldn't find no tough partner what could pick him up and run or take care of the night watchmen. He was a helpless, unemployed thief and knew it. So Romolo comes to me and it took guts to do it, and he asks me could I give him dough to let him make a new start.

I give him the money he needed, and the minute I give it to him I know I had straightened out one life that was headed the wrong way. Romolo is still the nerviest guy on the East Side. He paints bridges now. He is the guy who shinnies up to the top of the beacon on top of the bridge, and he loves the job. At home, he still flies pigeons, only now he pays cash instead a "rescuing" somebody else's birds.

Meanwhile, I got a lot of catching up to do in the legitimate world, what I joined so late. I shake hands with colonels and mayors, ex-Presidents and governors and J. Edgar Hoover. My friends all get a boot out of introducing me to big-shot guys. Like the time Colonel Eagan sits me next to General MacArthur at a fight up in the stadium. Well, I had news for Mr. Eagan. I wasn't so ignorant. I knew who this MacArthur was, and where he come from.

So right off I say, "Well, General, how was things over in Japan?"

He give me this long song and dance and I say, "Yah? No kiddin'!" Then I say, "General, what you think about the European situation?" And he give me a spiel on that. But I stumped him when I said, "General, I sure coulda used you nine years ago."

"How so, son?" says MacArthur.

"Maybe I better not say, General, but I sure coulda used you." I thought: Well, if he don't read the papers and don't know my record, why should I stir it up now? This give Mr. Eagan a good laugh.

So here I am, making my third start in life. The first was the New Year's Day I was born, while they shot craps under the Christmas tree. The second was the day I wander in a daze into Stillman's gym, after I come outa the Army. Both times, I made it to the top with my two fists—first as the toughest kid on the East Side, second as the wildest, most popular fighter in the whole country.

Now I got to make it without my fists. This is a different kind of a fight. The writer of the Martha Raye show gets the idea I should play the part of Martha's boy friend on her program. Right away, I

continued

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... EASE BREAK-IN CUT START-UP WEAR

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Science Finds Healing Substance That Relieves Pain—Shrinks Hemorrhoids

For the first time science has found a new healing substance with the astonishing ability to shrink hemorrhoids and to relieve pain — without surgery.

In case after case, while gently relieving pain, actual reduction (shrinkage) took place.

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The secret is a new healing substance (Bio-Dyne*) — discovery of a world-famous research institute.

Now this new healing substance is offered in ointment form under the name of Preparation H.* Ask for it at all drug stores — money back guarantee. *®

Holiday Cheer



Just what you need to brighten your holiday scene . . . these great Canada Dry traditionals. For they mix well . . . in any company, in any highball. You can pay your guests no finer compliment than to serve them "The Champagne of Ginger Ales" and "The World's Most Popular Club Soda." It's merely a matter of good taste . . . your own and the good taste which Canada Dry gives your drinks. Happy holidays!



A mixer for every taste



Gosh!
Have I
forgotten
Uncle
Harry?

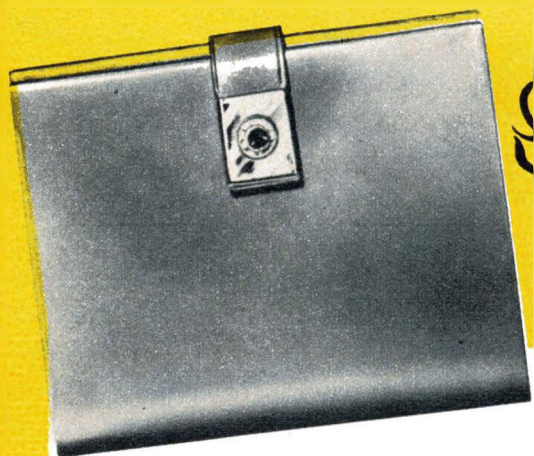
**Names still on your list?
mark 'm off today!**



MEN'S "DIRECTOR" BILLFOLD

Couldn't please him more if you'd spent weeks searching! This streamlined leather billfold in rich mahogany colored Cowhide has ample room for cards, passes and photos... secret currency pocket... special holder for spare keys to prevent lockout. Permanently registered against loss.

\$5⁰⁰ plus tax.



LADIES' "TOTE-POKE"

Perfect for a last-minute gift that's really *different!* Compactly encloses wings for cards and photos, as well as space for bills. Both coins *and* bills are accessible from outside pocket. Smooth Goatskin.

\$5⁰⁰ plus tax.



ASK FOR THESE FAMOUS BILLFOLDS BY NAME...

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LEATHER
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WEST BEND,
WISCONSIN



THE FIGHT OF MY LIFE *continued*

"I've done more bad things than most people would even dare dream about."

think the idea is great, then I worried could I go before a camera with lines all memorized, all that? And I was scared I might bust out with a curse word and make a dope outa myself coast to coast.

But I done it. Martha was wonderful to me, helping me, covering up for me, showing me tricks I didn't know. I get a real belt outa this racket, where I get paid because people laugh instead of stand up and scream their lungs out I should kill the bum.

Sometimes the rehearsal hall for the Martha Raye show is more like a waiting room for Graziano. Say I'm working on a show with Martha, and maybe Margaret Truman and Cesar Romero are the guests. You would think people like them would have their mob following them around. But it's only me has the mob at rehearsal. Jack Healy, my old fight manager, will be there, of course. He turned into a TV actor along with me. Then there would be old fight pals like Willie Pep or Gus Lesnevich and maybe five or six guys from Stillman's who I tipped off to hang around on account the cast calls for tough guys. Then Romolo might look in to say hello, along with my brother-in-law and a gang of his First Avenue friends who look to con me outa some tickets for the show. Then some of my old handlers like Whitey Bimstein or Johnny Peanuts might show up. Then my manager or my lawyer with something I got to sign. Then when I come outa rehearsal, another mob is waiting for me—characters I haven't seen since I fought Zale in Chicago, old sparring partners who I forgot their names, and all the kids who want my autograph.

Funny, that's one thing never changed about me. I still like to travel in a mob, never alone.

It's been a rough life but it's a great one now. I done more bad things than most people would even dare dream about. I done them and it's over and it won't do no good to apologize, because I'm a different guy now. But one thing I really feel sorry about. I am sorry I never got up the nerve to tell my father, poor old Fighting Nick Bob, how lousy I felt about the kind of life he had to live.

Too late, I seen what it musta been to be a washed-up fighter who never got the breaks. Pop died last May. It hurts me I never told him I knew how it was, and forgive him for all he done.

I am a guy who is not mad at anybody. I thank God for it all. I mean it when I say, "Somebody up there likes me." I will never forget where my luck come from. If I learned any lesson it is this—whatever you do, do it hard and do it to win. It worked for me.

I done it the hard way and it looks like I come out the winner.

END

My Greatest Football Thrill *By Bill Stern*

ABC radio and TV sportscaster



Bill Stern

For the January 2, 1939, Rose Bowl game, the Duke University Blue Devils had a spotless record. The University of Southern California Trojans went into the Bowl with two losses in the season but with a tradition to uphold—they were trying for a fifth straight win. The scoring ice was not broken until the fourth quarter, when Tony Ruffa put the Blue Devils ahead with a 23-yard field goal. Then, with two and a half minutes to play, a fourth-string U. S. C. quarterback, Doyle Nave, entered the game, and it was obvious he was in to pass. On first down, he found Al Krueger open, and the completion took the ball to the Duke 26-yard line. Again Nave faded back and passed to Krueger for nine yards. Another pass lost two yards, but on fourth down, Nave pitched to Krueger in the end zone. The Trojans converted and won, 7 to 3.

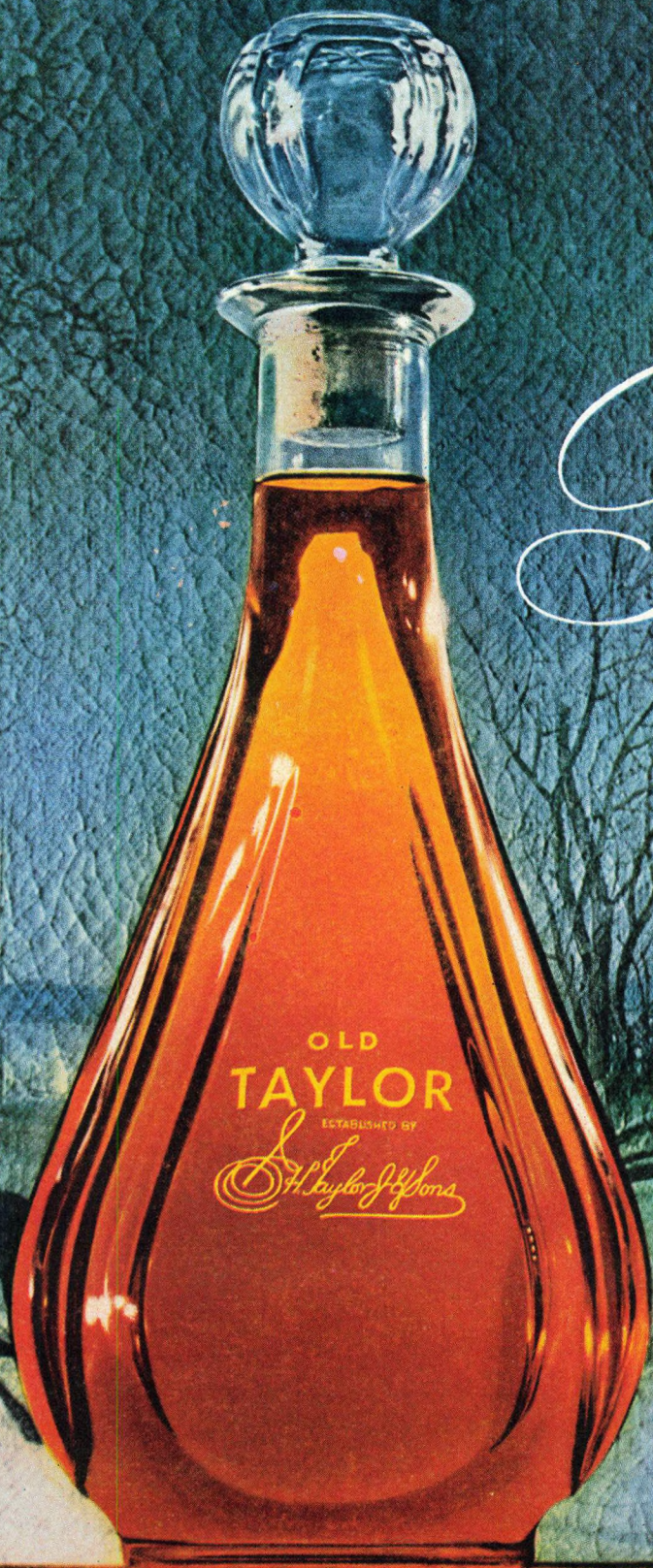
A PLEASURE TO GIVE — A TREASURE TO RECEIVE

OLD TAYLOR

"THE NOBLEST BOURBON OF THEM ALL"

IN THE

Presentation Decanter



INSCRIBE YOUR DECANTER GIFTS IN 23 CARAT GOLD. With every carton of the OLD TAYLOR Presentation Decanter, you will receive a leaf of genuine 23 carat gold. With it you can write your personal greetings directly on the decanter.

OLD TAYLOR in the Presentation Decanter costs no more than the standard bottle which is always available.

*Girls in jazzed-up sweaters
and warm, colorful pants are
Christmas decoration for the hearth-
side. With all the emphasis on legs
(LOOK, December 14), Americans
now recognize what the Orientals
have known all along—there's nothing
like trousers for lolling around in
at home. The pants boom got going with
TV, and now you can hardly tell a
woman's closet from her husband's.
Breeches for hearth and home range
from shapely knitted slacks to
silver-blue mink jeans (approx. \$3,500)
... look new this year when straight-
cut, full-length. Tops are as fancy
as can be, but with ropes of beads
now worn on the street, the
indoor jewelry trend is reversed:
held to one giant splash.*

*what
to
wear
by the
Christmas
Fire*





Photographed by MILTON H. GREENE at the Studio Club, Mount Vernon

Lolling on colored shearling rugs from A. C. Lawrence: girl in sweater and pants with pompon cherries down one side, knit to order by Margaret Pennington. . . . Standing: cardigan with chinchilla-dyed rabbit front, cowl-neck sweater, knitted pants, by Goldworm. Sweaters and pants are from the Fantasia Shop, Lord & Taylor. Seated: Blue Bell Wrangler jeans covered in silver-blue mink by Esther Dorothy, Draga's sequin-winking sweater. The girls wear Capezio gnome boots and have on Pond's Ever So Red lipstick. Shower earrings and bead bracelet by Vogue.



Special Gift Bottle and carton—at no extra charge

The last-minute gift that shows how thoughtful you are!

The same fine Four Roses . . . America's holiday favorite . . . in the Special Gift Bottle

For the man who waits till the "last minute," there's nothing much easier than to pick up a gift of Four Roses. Yet, a gift of Four Roses—the same fine whiskey in the beautiful "golden" gift bottle—will show unusual thought-

fulness and consideration for the lucky one who receives it! No matter *when* you do your Christmas shopping, you can be sure you're doing it *right* . . . when you get Four Roses.

FOUR ROSES

ALSO AVAILABLE IN THE REGULAR FOUR ROSES BOTTLE

FRANKFORT DISTILLERS CO., N. Y. C.
 BLENDED WHISKEY, 86.8 PROOF, 60% GRAIN NEUTRAL SPIRITS.



the Look

clean and trim and
as right for winter
as a ski trooper
in his
white parka.

washable winter white

**The first snow-color action jackets put
snap into men's cold-weather wardrobes**

the News

White, no surprise for summer, is suddenly a winter color. Waist-length white jackets now go out in the cold . . . look as rugged as a ski trooper's parka. All are warm and lightweight and washable even to their linings, which may be fleecy or quilted. Nylon jackets drip dry, need little or no ironing and do away with dry cleaning—the great objection to white for rough outdoor wear. Men who like the crisp look of a clean white shirt will want to try a white jacket. Easy-clean white goes with everything including highly colored shirts—will turn up at winter sports events, country week ends and ski resorts. The going can't be rough enough or tough enough for these stark white jackets.

continued

By PERKINS H. BAILEY





IT'S *Sentinel* TIME

As traditional as stockings hung with care and high on everyone's "want list" is a gift of *time*. You can select a handsome, reliable Sentinel and have the smart designing of Henry Dreyfuss . . . quality guaranteed by one of America's oldest and largest manufacturers of timepieces . . . and modest, budget-purse prices! For the most welcome gift of all, see Sentinel wherever timepieces are sold and *compare!*



SENTINEL DART DELUXE Chrome \$6.50* Golden Color \$7.50*



SENTINEL DART

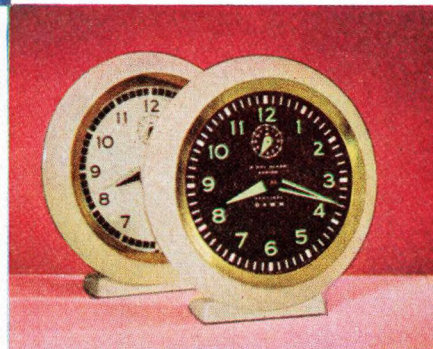
Jeweled, shock-resistant movement. Anti-magnetic temperature compensating hairspring. Chrome or golden color case with matching expansion band or embossed leather strap. Stainless steel back. Gilt numerals and hour markings, silvered metal dial. Full year guarantee. All these "expensive" features yet priced amazingly low!

SENTINEL DART Chrome \$4.95* Golden Color \$5.50*



SENTINEL LITTLE PAL

40-hour miniature alarm. Doubles as bedside clock for home or travel. \$3.95*. Luminous \$4.50*.

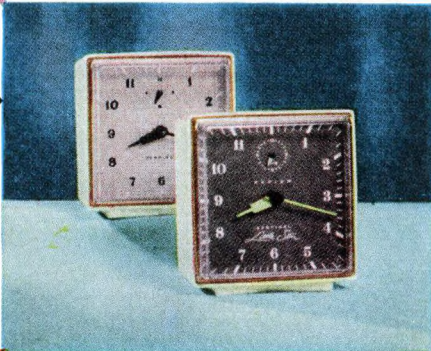


SENTINEL DAWN

8-day alarm. Handsome baked enamel ivory metal case, bold numerals and hands. \$4.95*. Luminous \$5.50*.

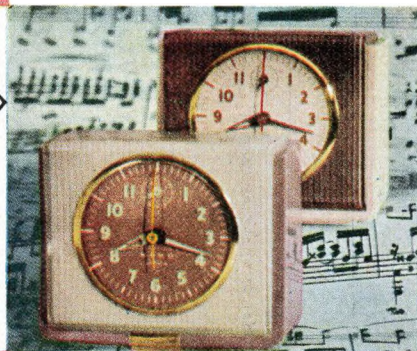
SENTINEL LITTLE STAR

40-hour miniature alarm. Adds a touch of beauty to night table or vanity. \$3.95*. Luminous \$4.50*.



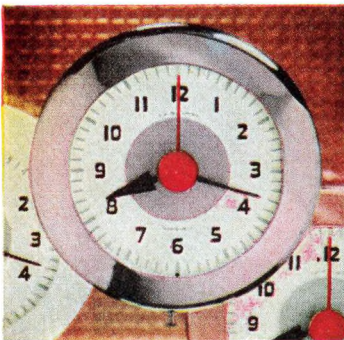
SENTINEL MEMO

Self-starting electric with distinctive chime bell alarm that rings 1-2-3, then repeats. \$5.95*. Luminous \$6.95*.



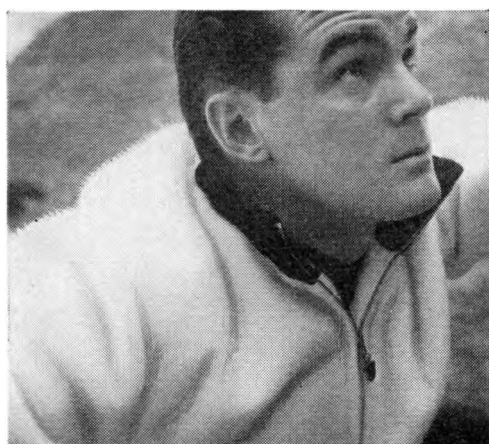
SENTINEL WAFER

Self-starting electric wall clock for the modern kitchen. Metal case in copper, chrome or white. \$4.95*.



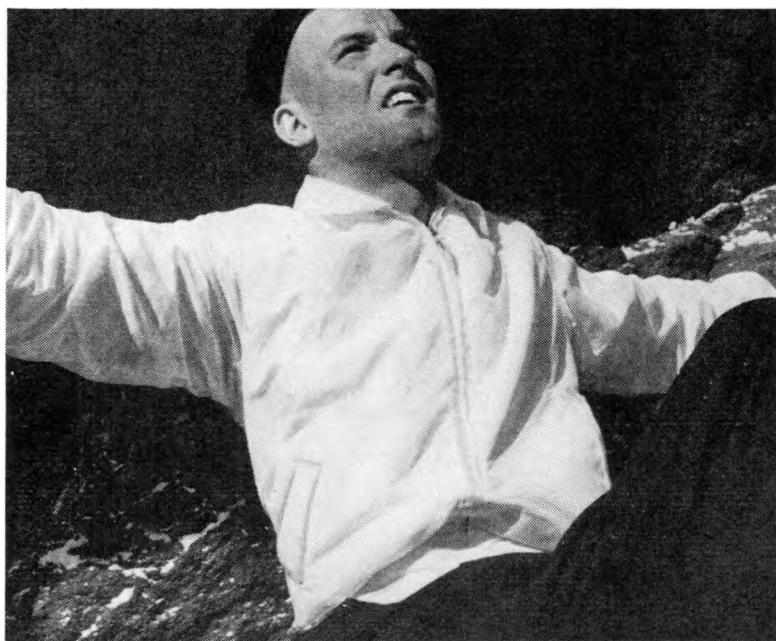
MADE AND GUARANTEED BY INGRAHAM BRISTOL, CONN., U.S.A. AND TORONTO, CANADA

*Plus 10% Fed. Excise Tax



the Details

Fleecy nylon jacket has quilted-nylon lining, black knit wristlets, collar and back waistband.



Nylon taffeta jacket with nylon-fleece lining has a shirred elastic back band, buttoned cuffs and slide-fastener front. Slash pockets are easy to get into.



Leather action jacket is treated to wipe clean of dirt, mud and non-oily stains. It is very warmly interlined.

the Facts

This is the first season for men's pure white cold-weather outdoor garments except those used as camouflage by ski troopers during war.

Nylon was first used commercially in 1939—for braided fishing lines. Lightweight outdoor clothing is made possible by nylon because its strength permits spinning finer yarn. Weight for weight, nylon is stronger than steel wire.

First zipper was known as the Hookless Fastener. Name was later changed to Talon Slide Fastener. "Zipper" was originally trade name for overshoe.

First zippered jackets were produced in 1928. The Fox-Knapp Manufacturing Company and Lustberg Nast were among first makers of this garment.

END

if you like fine things
(AND HAVE A KEEN SENSE OF VALUE)

PM IS
for YOU

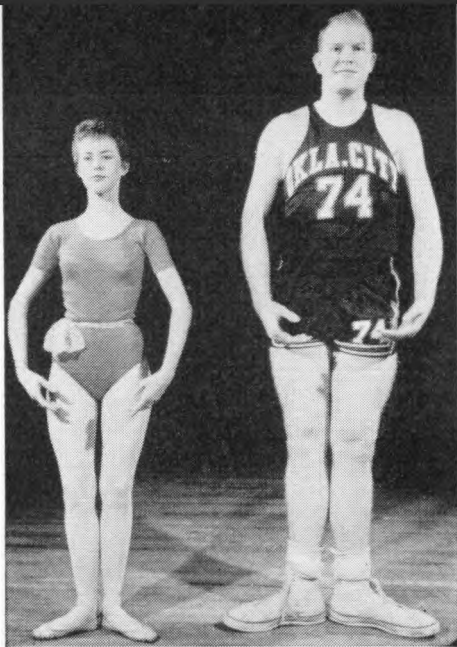


Experience has undoubtedly taught you that high price is seldom the measure of true value.

And therein lies the secret of PM's great popularity. For smooth, celebrated PM is truly fine whiskey whose presence spells pleasure — and whose purchase spells savings!



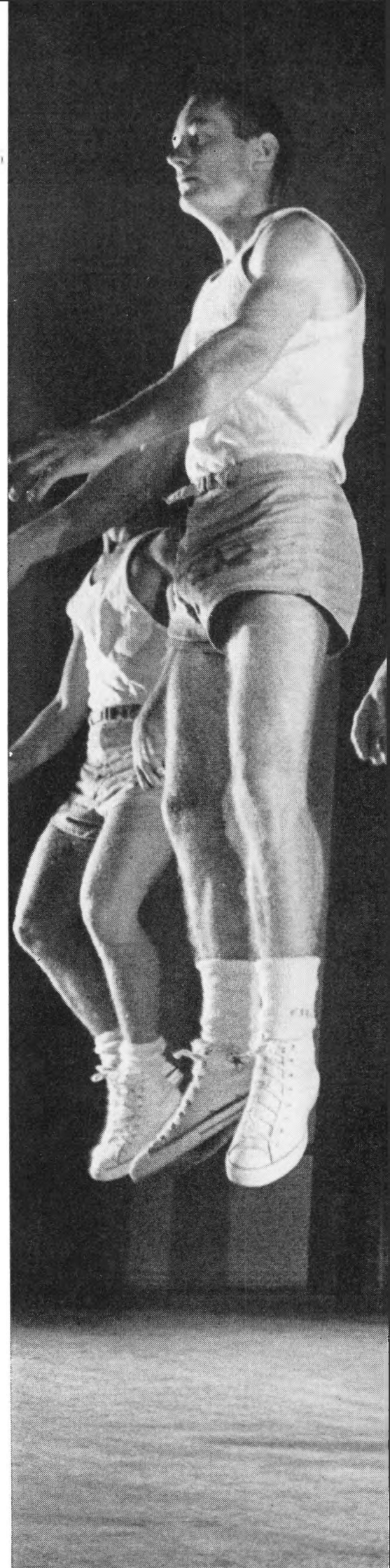
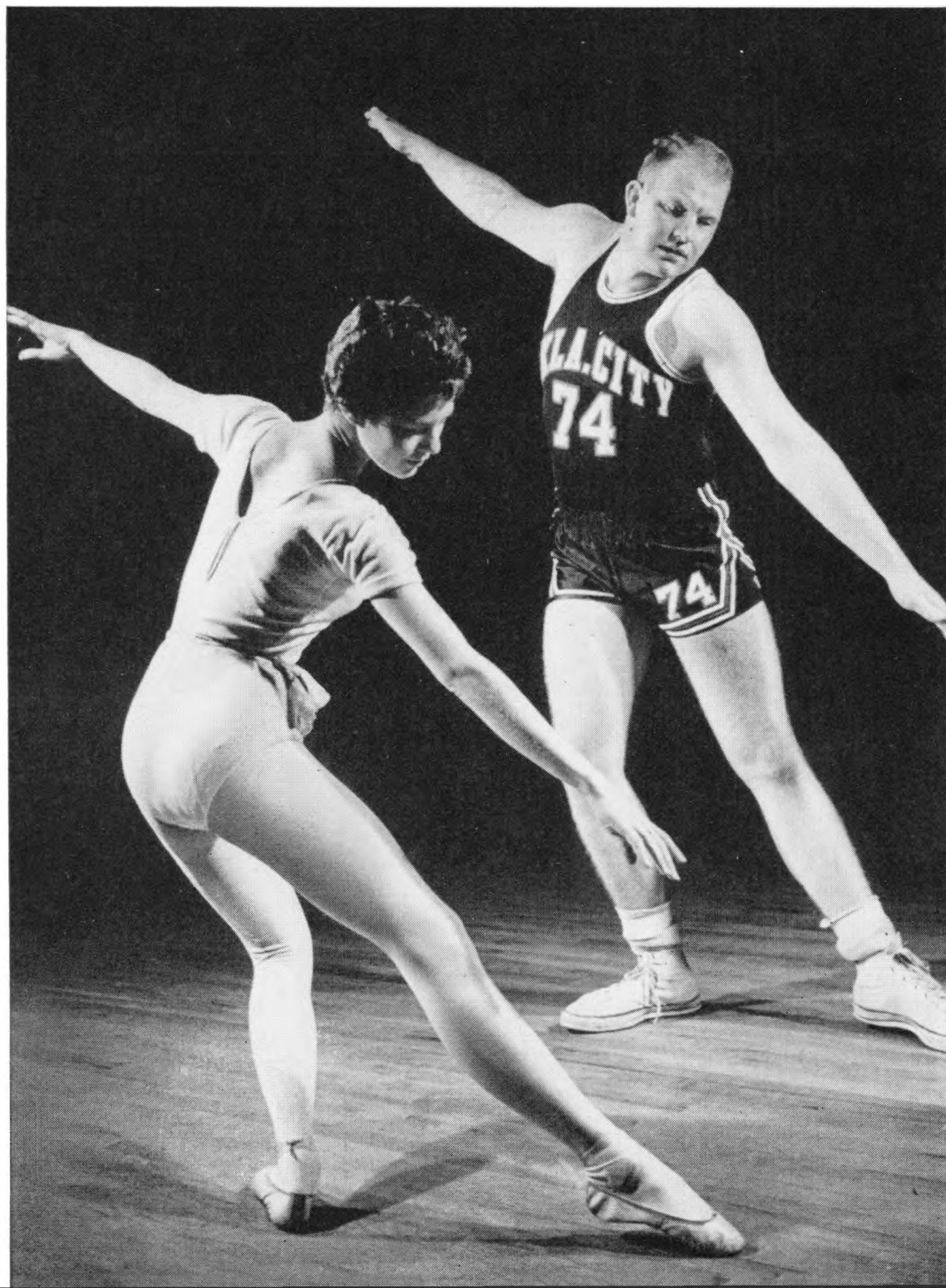
National Distillers Products Corporation, New York



Petite instructress and oversized center assume the "first position" at ballet school.

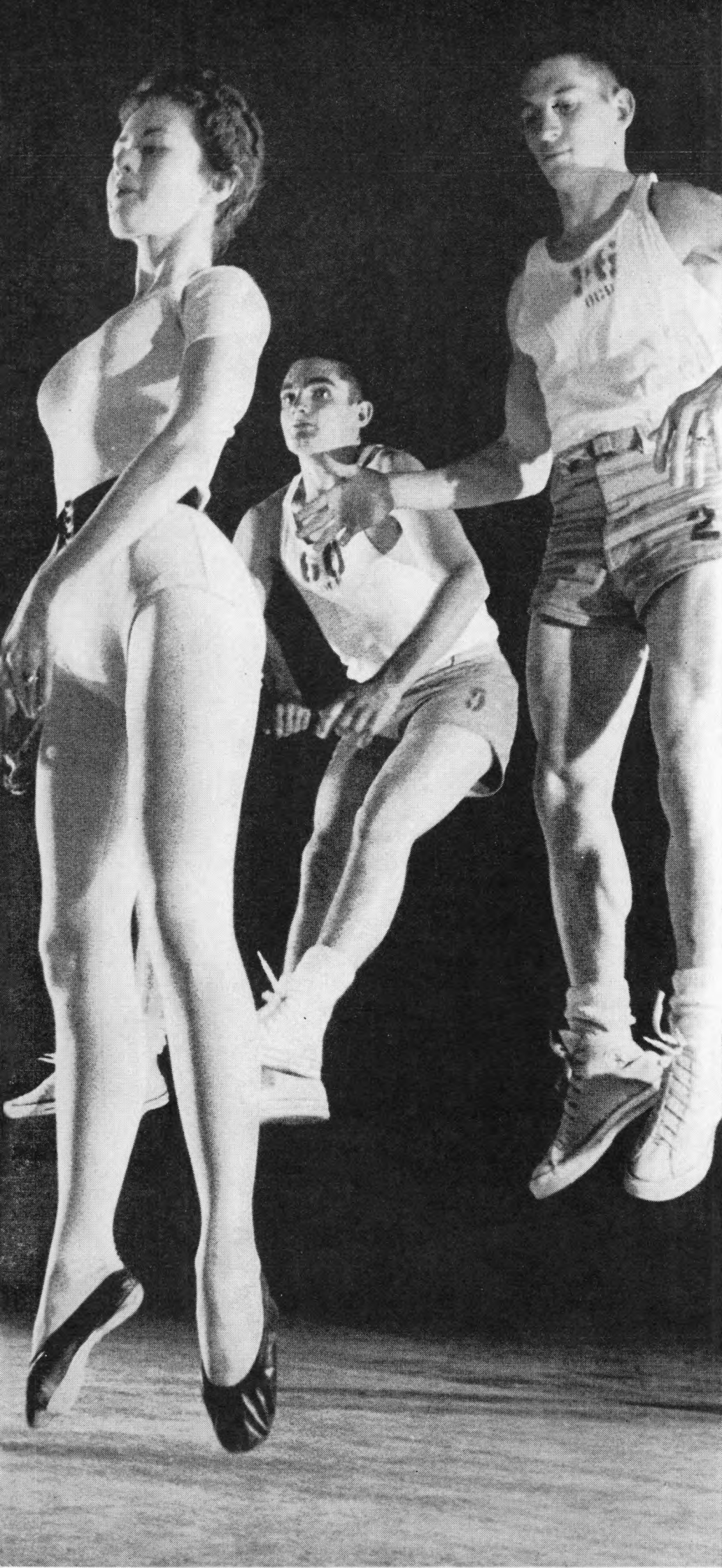
"Move, feet!" he said to his size 17's, but it didn't do much good. So he and the Oklahoma City University team —sheepish but game— took up ballet.

Hoops My Dear

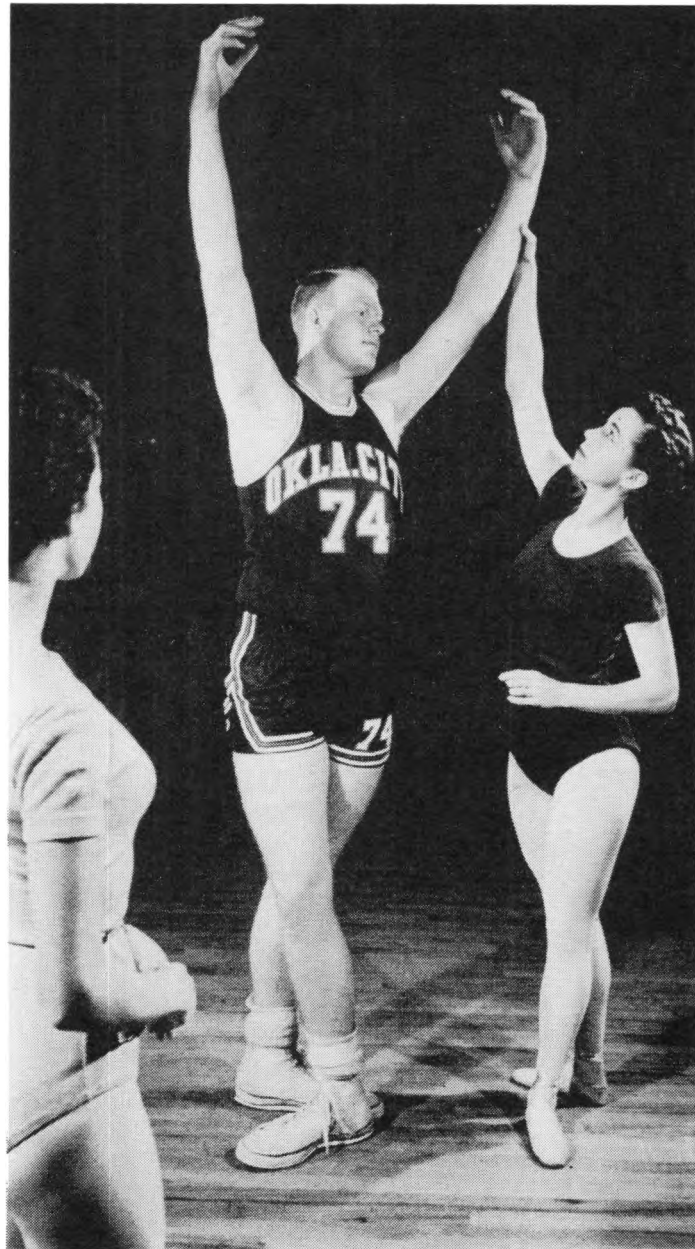


Sauté is supposed to be a straight up-and-down

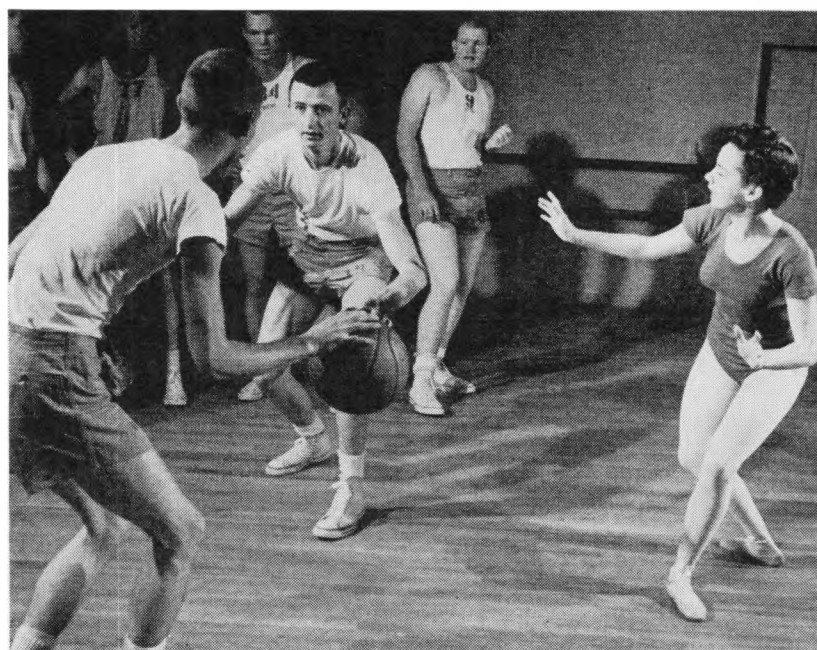
Tendu plié, demonstrated by Sally Dill, strengthens the leg muscles of 6-foot-6, 245-pound Tom Reeves.



jump. Coach Doyle Parrack believes dancing especially helps jumping and defensive footwork.

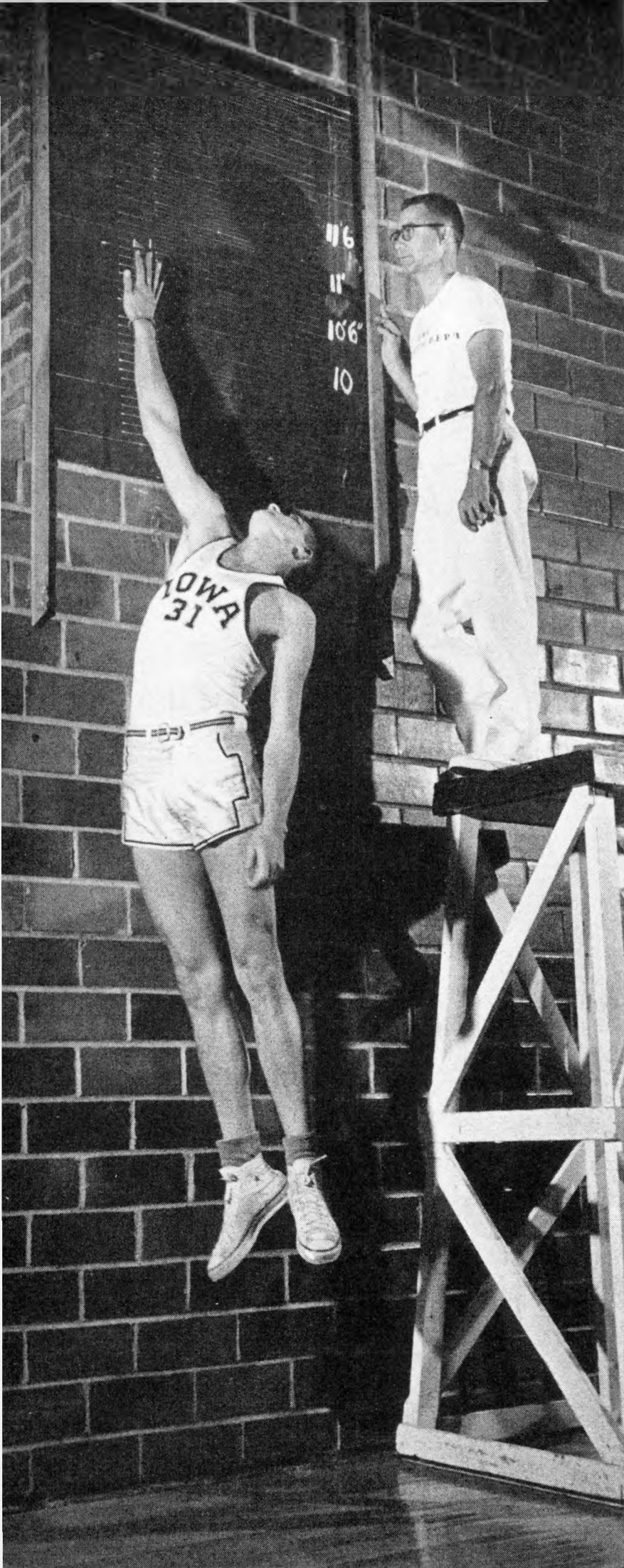


Port de bras (carriage of the arms) develops grace in shooting baskets. "We got sore muscles we never knew we had," the boys said.

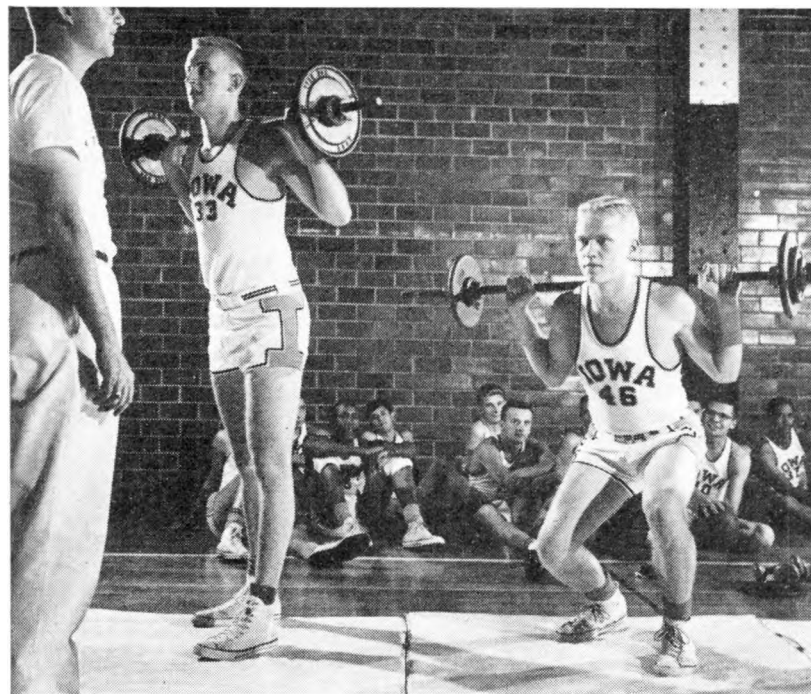


Basketball and ballet alike require quick, sure movements to the rear and sides. Next year, Coach Parrack hopes to add tap dancing.
continued

Photographed by PHIL HARRINGTON



Eleven-foot jump shows the five-inch improvement made by Bill Logan, 6-foot-7 Iowa center, during the six-week weight-training program. Nineteen basketball players took part in the radical plan.



Bar bells are used by Bill Schoof and Sharm Scheuerman in an exercise called the walkie-squat. This exercise strengthens the muscles of the legs and back.

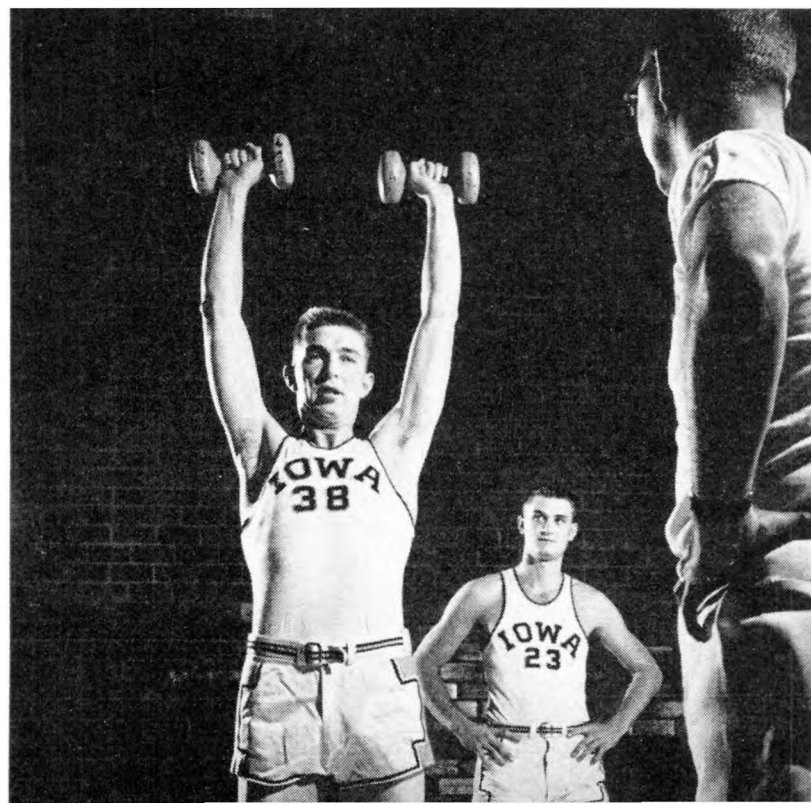
While Oklahomans click their heels, Iowans try their hands at bar bells

Last year, the University of Iowa's basketball team finished second in the tough Big Ten Conference, with 11 victories and only three losses in conference play. Iowa players had great stamina, always hawked the ball, consistently outjumped their foes.

Iowa's secret did not leak out until after the season ended. It was disclosed in the master's thesis of an Iowa graduate student, Richard Lee Garth. Garth told of a six-week preseason program of weight training and jumping, which added an average of 2.7 inches to the players' jumping height.

Three times a week, the Iowa players went through a set of seven exercises with bar bells and dumbbells, and made jumps against a blackboard. Garth debunks the notion that weight lifting makes men muscle-bound. "It even increases speed," he says. "The stronger a person is the faster he can go. And greater arm strength gives thrusting power which carries the whole body into the air."

END



Dumbbells are lifted by Doug Duncan in the forward raise, which develops the shoulders. Coach Frank (Bucky) O'Connor (at right) believes the program makes the players stronger and better jumpers.

The Christmas gift that says
nice things about the
good taste of the giver



SUPERB FULL-STRENGTH COCKTAILS EVERY TIME

That's why smart hosts and hostesses everywhere not only serve Heublein's Ready-to-Serve Cocktails at their parties these days—but also give them to friends as gifts for all occasions, especially at Christmas.

Expertly mixed of only the finest ingredients,

Heublein's assure you praise-winning cocktails every time, and in just 14 seconds... simply stir with ice and serve.

Remember, only Heublein's (pronounced Hugh Bline's) Cocktails have that distinctive Heublein's full-strength flavor.

HEUBLEIN'S READY-TO-SERVE **COCKTAILS**

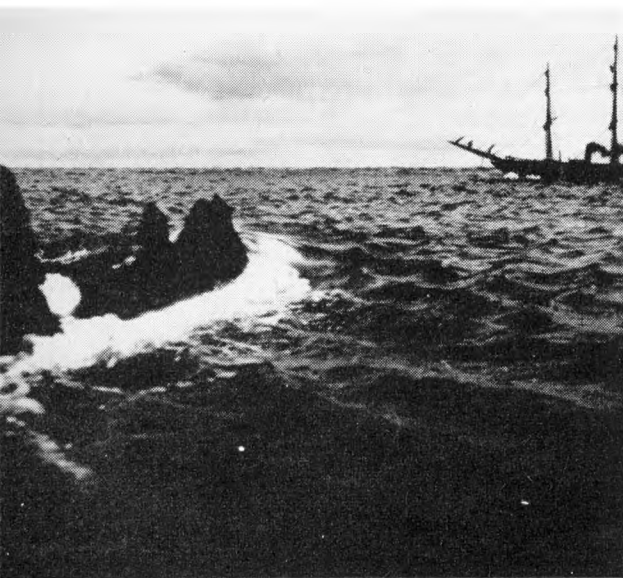
NOW 9 KINDS!.....MANHATTAN (65 proof), EXTRA DRY MARTINI (75 proof), GIBSON—very, very dry Martini (75 proof), VODKA MARTINI—very, very dry (75 proof), DAIQUIRI (60 proof), SIDE CAR (60 proof), WHISKEY SOUR (60 proof), OLD FASHIONED (70 proof), STINGER (60 proof). G. F. HEUBLEIN & BRO., INC., HARTFORD, CONN.

MOVIE REVIEW

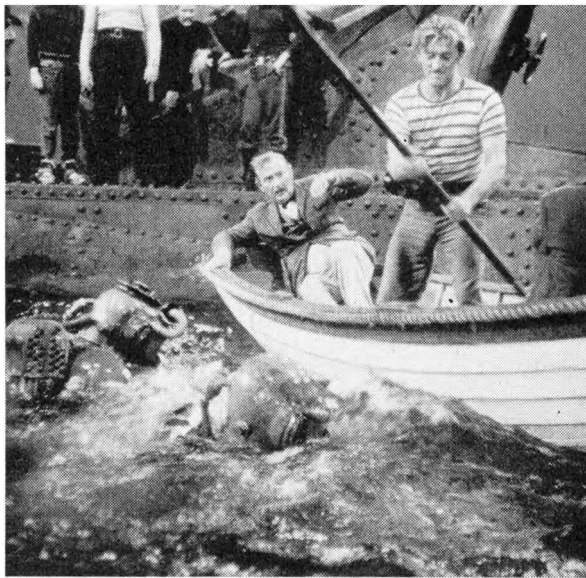
20,000 leagues under the sea

Walt Disney and his cameramen and stars create stunning screen entertainment from one of the world's most famous science-fiction thrillers

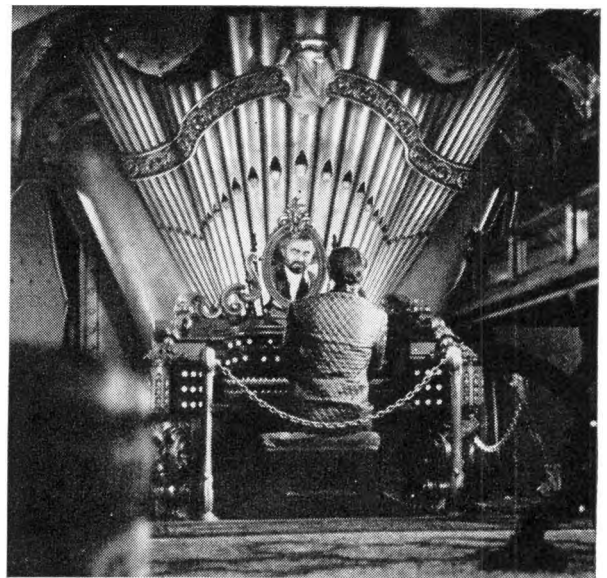
The crystal-ball imagination of French novelist Jules Verne and the production genius of Walt Disney combine to make *20,000 Leagues Under the Sea* a spellbinding show. In his novel, published in 1869, Verne anticipated an electrically propelled submarine, a self-contained diving suit and ingenious scientific uses of the sea's resources to benefit mankind. Disney makes full use of these ideas, goes Verne a step further. The maelstrom which destroyed Verne's submarine becomes on the screen the ominously familiar mushroom explosion. And inventor Captain Nemo is a still madder genius bent on vengeance on old enemies. The film, directed by Richard Fleischer, is pictorially fascinating and will enthrall youngsters and adults alike.



Man-made monster—world's first electric sub—sights the Navy frigate which had been searching for it, drives home a death blow.



Frigate's survivors, scientist Aronnax (Paul Lukas) and harpooner Ned Land (Kirk Douglas), fight strange helmeted creatures, who force them aboard the monster.



Submarine's master, Captain Nemo (James Mason), holds sway in a Victorian salon that has a pipe organ and a "viewport" through which the sea's wonders are visible.



The captives rebel at a final act of madness by Captain Nemo—his order to destroy his beloved *Nautilus*, with all those on board, in the world's first atomic explosion.

The crew gathers food from the sea—fronds of seaweed, shrimp, even whale milk—and battles a tiger shark. Spectacular underwater scenes were filmed off Nassau.

END

Presenting a car of noble proportions, gallant and gay,
and born to rule the road in flashing style

Custom Royal Lancer

Custom Royal Lancer V-8 in dramatic new three-tone styling: Heather Rose, Jewel Black and Sapphire White

In every age, there are those who are not content with the humdrum, the commonplace.

If you are one of these, the Royal Lancer speaks directly to your heart.

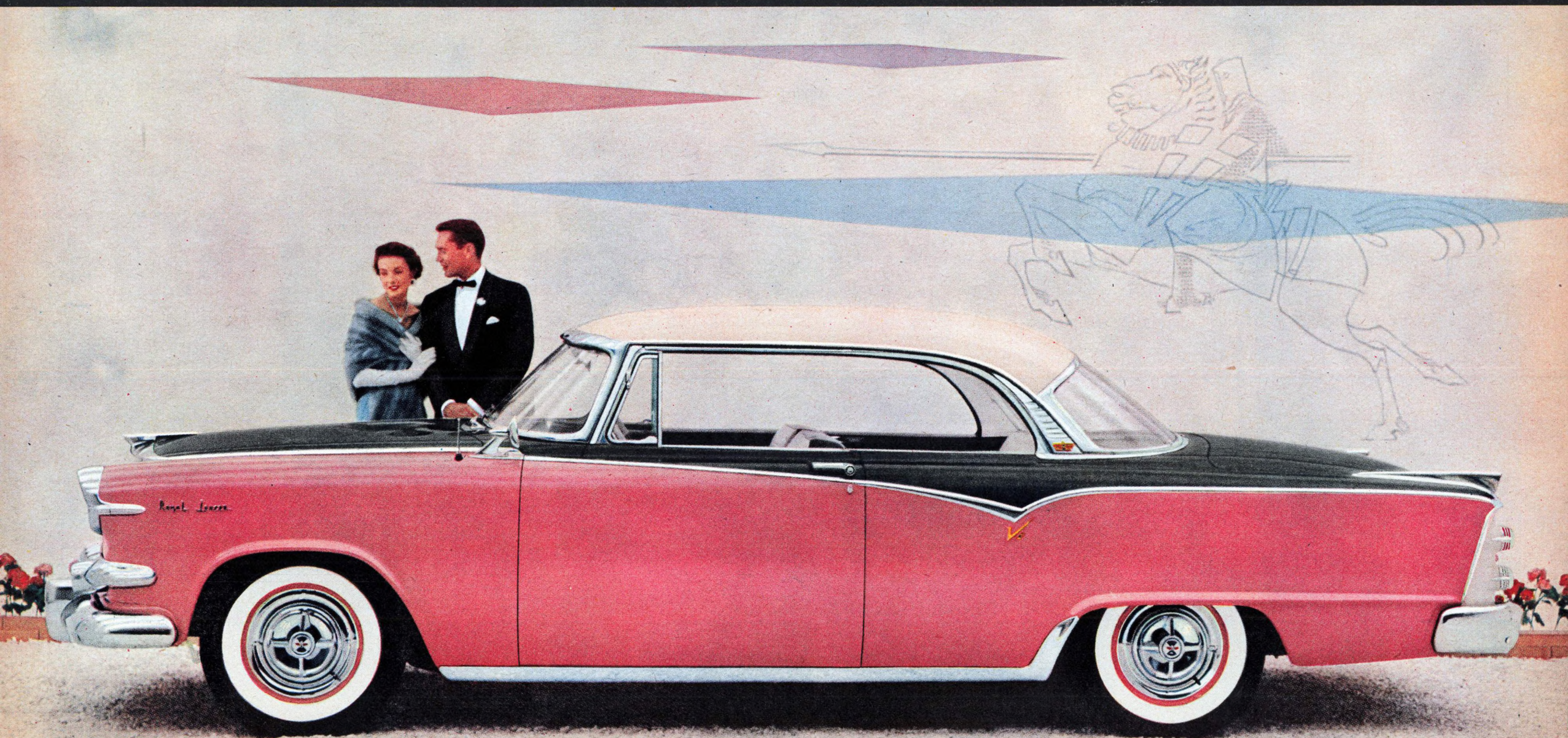
For here is a car that fairly breathes adventure. You sense it in the bold forward thrust of its hood, the rakish slant of the New Horizon windshield, the whisper of its aircraft-type V-8 engine.

And should you choose to make this car yours, you will have this assurance: In any company of automobiles, there is nothing to challenge the distinction of your *Custom Royal Lancer* by Dodge.



by **DODGE**

Take Command . . . Get the Thrill First Hand



Schenley *brings back*



If you have a flair for elegance—and the means to afford it—you will grace your holiday table with these Schenley whiskeys.

Schenley 12 Years Old and Champion 8 Years Old. Individually packaged in handsome gift boxes. Also available, where state law permits, as a matched set in the elegant jewel case illustrated above. About

\$24.75 complete, depending on your state taxes. Canadian Schenley O.F.C. The Original Fine Canadian, now imported for your enjoyment. Obviously First Choice.

Schenley Reserve. Enjoy the same elegance in the best-tasting blend in ages.

The Golden Age of Elegance

for gracious holiday living... and giving



IMPORTED
for the first time into the U.S.A.



For Christmas 1954:

fudge tips

Spoon licking (opposite) is part of the fun of candy making. Plan on a quick batch for the “cooks” when children help stir fudge.

To rush the cooling: Put unbeaten fudge in the refrigerator, or pour from the cooking pan onto a marble slab or into large platter.

Cooling time: Use this to make Short-Cut Fudge (see recipe, r.).

Fudge is independent. If it doesn't set, rebeat, let stand a day.

Arm saver: Use electric beater at high speed 8 to 10 minutes, or until fudge loses gloss, thickens.

Try cocoa instead of chocolate squares. To substitute cocoa: Use 3 tablespoons cocoa for *each* square of chocolate in recipe.

Marbled fudge: Prepare fudge from packaged mix. Put in pan. Add spoons of peanut butter on top, swirl it into fudge with knife.

Surprise: Stir popped corn into fudge—two favorites in one!

Minted: Add crushed peppermint candies (1 cup) to beaten fudge.

Plan on an extra milk supply the day fudge is made . . . this dark richness calls for tall glasses of very cold milk as chasers.

Smock by Kate Greenaway; dress by Love.



SUPER FUDGE

A new generation of children will discover the joys of fudge making this year. For them, the magic of candy cooking will come alive: melting bitter chocolate with milk, adding white and brown sugar and yellow butter and fragrant vanilla . . . licking the chocolate-coated spoon, beating the shiny, honey-smooth syrup and watching as it turns lighter, thickens . . . and suddenly becomes fudge. The memory of fudge making sticks like the syrup on the spoon. It's just as sweet—a shining moment a child carries through life. (To-

day's young mothers care about building this kind of memory, whether they make a No-Cook Fudge, below, or Super Fudge, or use a prepared mix.)

Because Americans' current yen in candy is often for deep chocolate flavor and smooth texture, LOOK has developed a recipe for Super Fudge. This contains familiar fudge ingredients, but uses more chocolate, more butter and makes a very creamy candy. For Christmas gifts, it may be plain, fruited, nutted, combined with marshmallow . . . or even bittersweet for sophisticates.

Super Fudge

Place in a saucepan: 8 squares baking chocolate, 1½ cups milk. Heat, stirring, until chocolate melts, is smooth. Add 2 cups granulated sugar and 2 cups brown sugar, ¼ teaspoon salt. Bring to a rapid boil, stirring. Reduce heat but continue to boil, stirring occasionally, until candy thermometer registers 238°, or syrup dropped into cold water can be gathered into a soft ball. Remove from heat. Add ¼ pound butter and 2 teaspoons vanilla. Do not beat. Cool to lukewarm (110°)—then beat until light and firm enough to hold shape (up to 15 minutes). Add 1 cup nuts or raisins, cut marshmallows, candied or dried fruits, if you like. Pour into buttered pan. Cut into squares when set.

Bittersweet fudge: Use sour cream instead of milk in recipe above.

Old-time grainy fudge: Use 4 cups white sugar in recipe above. Beat when hot. For smooth white-sugar fudge, add 4 tablespoons corn syrup to 4 cups sugar.

No-Cook Cream Cheese Fudge

Melt 1 package (6 oz.) semi-sweet chocolate pieces over hot water. Remove from heat. Beat in 3 oz. package cream cheese. Add 2 cups sifted confectioners' sugar, dash salt, 1 teaspoon vanilla, and beat until smooth. Add ½ cup raisins or chopped nuts. Press into buttered pan. Refrigerate until firm. Cut into squares.

Short-Cut Fudge

For a satiny, very smooth and quick-setting chocolate fudge that cuts evenly into squares: Melt 2 packages (6 oz. each) semi-sweet chocolate pieces over hot water, without stirring. Stir in ⅔ cup sweetened condensed milk and 1 tablespoon cold water; stir until smooth. Remove from heat. Add ½ cup coarsely broken nuts, or raisins. Drop by spoonfuls onto waxed paper or spread in square pan. Chill in refrigerator until set.

BABIES

Our one remaining black market

By ERNEST A. MITLER with BILL SLOCUM

At its worst, the traffic in human flesh is a racket beyond the reach of existing court procedure

About a month ago, I had an extraordinary conversation in a Midwestern city with a woman just released from jail. She had passed a bad check; the law had hunted her down and put her behind bars. The experience, she said, had taught her a profound lesson.

"No more bad checks for me. I'm going back to selling babies," she said. "It's the best racket going."

A shocking statement, you will say. But I had just finished a decade under Frank S. Hogan, district attorney of New York County, as a staff assistant concerned, for the most part, with the baby-selling racket. I had traveled over a large part of the United States to investigate, on my own, this trade in human beings and to seek methods of stopping it. I was in a good position to know that the bad-check bouncer was absolutely right.

She continued her soliloquy. "It's a fifty-two-week-a-year job. You get paid every week, plus a bonus for every pregnant girl you

dig up. And all you do is ride the bus and hang around clinics and bars looking for girls. Or hang around Parent-Teacher meetings and clubs looking for somebody who wants to buy a baby. When you latch on to a girl or a parent, you just send her to a go-between and he sends her to the boss."

She enjoyed talking shop to somebody familiar with her racket. "The best thing about this racket is you never get caught," she said. "The heat is never on. Because by the time somebody discovers a crime has been committed, it's too late to do anything about it. After a baby is delivered to the new parents and everybody is paid off, it's six months before it goes to the judge and the investigators.

"Suppose some judge does get suspicious and doesn't like the smell of the thing. The parents just tell him to go jump in the lake. They take a plane to another state and get the papers. You know, Mr. Mitler, anybody who gets in trouble peddling babies is a chump."





In her own way, she was saying what I knew from experience. It is the most important single factor in the baby-selling problem. We haven't got Federal laws to stop it. We are fighting an interstate traffic in human beings without help from U. S. laws.

Basically, it's a little bit against the law in some states to peddle a baby—but only in some states. In most states, when a baby is given to foster parents by private arrangement, it is not until the child has been in its new home for months—sometimes it is over a year—that a court investigation takes place. Rarely, in commercial placements in which money changes hands with the baby, does the investigator and, in turn, the court ever get the complete facts; by then, it's usually too late for the judge to do anything but grant the decree. To defeat the black market in babies, we must begin our investigations before the time of placement, and not months later when only tragedy would result from undoing an already established situation.

Legally, the judge could refuse to grant an adoption decree. But unless a serious situation of some kind, perhaps a criminal one, existed in the foster home, any judge would be reluctant to remove a child. Denial of an adoption decree would only accentuate the insecurity. The child, nine times out of ten, would remain with the prospective foster parents but without the benefits of legal adoption.

There are cases where babies are sold like cattle. A Long Beach, Calif., man settled some poker debts and got his car out of hock by selling an unborn child for \$200 and leaving a young daughter as security. In Chicago, an unwed mother sold a baby to a milkman for \$1. Another child was sold twice in the course of a train ride from Los Angeles to El Paso. A social worker in New Orleans bought a baby girl for \$30, and the midwife threw in a boy for another five dollars. But those are exceptional cases. The average black-market deal is a smooth operation, organized like any business deal.

"Baby Black Market" is a headline writer's phrase. It does not apply to the established, authorized adoption agencies whose primary concern is the well-being of the child in its prospective foster home. Adoption enters the black market, as I conceive it, only when the passage of money becomes the determining factor of the transaction. Traders in the black market may argue that all the money went for "fees and expenses," but their plea would not remove the taint if it was money alone that primarily determined whether a child went to one set of prospective foster parents instead of another. Nor does the fact that state laws lend themselves to this method of placement and adoption make it any less reprehensible.

She Was Proud of It

The battle of words over social-agency adoptive procedures versus private placement has raged for a long time, but nobody has seemed to know the facts. Because of my experience in "baby black market" investigations in New York, I was asked last year to testify in Washington, D. C., before the Hendrickson committee—the subcommittee on juvenile delinquency of the Senate Judiciary Committee. One official pointed out to me that my information was all very well but only applicable to New York State. Without the national picture, Congress probably would be loath to place Federal controls over interstate placement of children, believing that it, like other family problems, should remain within the states' jurisdiction.

To learn the truth, I set out on my own investigation and have traveled throughout the United States, Canada and Europe obtaining material for this article and for a book which I hope will focus general attention on a serious sociological problem and provide a basis for a sound adoption program.

Last August, on "information received," I visited the Hightower Health Home in Texarkana, Texas, and presented myself to Mrs. Ruby Hightower as a fellow who wanted to adopt a baby. I found a classic example of the commercialized placement of babies, tailored to fit the desires of anybody with money enough to pay the bill.

The Health Home, a rather ordinary house, is in a residential section. Upstairs, a few old folks are boarded. Mrs. Hightower has an apartment in town, where she sometimes houses expectant mothers or people waiting to get babies. She probably is about 70; she can be described as loquacious but pleasant.

When I told Mrs. Hightower I wanted a baby, she looked at me fondly and said, "Too bad you weren't here a couple of months ago. I had a baby with the biggest brown eyes, just like yours. And the biggest little old head."

I assumed it would take all my legal guile to wheedle information from her, but all it really took was my physical presence. Mrs. Hightower got people babies, she was proud of it, she indicated familiarity with ways of circumventing adoption laws, she was completely open about it all. I asked where her girls came from.

"Everywhere, suh. Every state in the union, I think. They hear about me and they come on to Mrs. Hightower. So do the adoptin' folks. Get most of my customers from right here in Texas, but I remember two from Michigan, one from Chicago, two from San Francisco and a real nice couple out of Los Angeles."

continued

Usually the judge is the last to know

She told me she liked me and that she'd try to get me a baby. . . . "Not right away, of course. My lord, I've got a list of applications as long as your arm."

How would we arrange it?

She spread her hands in the gesture that says, "It's up to you but it's easy." Then she outlined the possibilities. "This is the best way. A girl comes to me from Arkansas. She's pregnant. We'll say her name is Janet Jones. Well, I'll board her, and when her time comes, she goes into the hospital under your wife's name."

The birth certificate would be drawn as if my wife (I am a bachelor) had given natural birth, and I would take the baby away. This would eliminate all investigation and adoption procedure, but, of course, it is clearly illegal in Texas or elsewhere.

"'Course, they fingerprint the mother over on the Arkansas side," Mrs. Hightower added. "But that don't make any difference. They hardly ever investigate the prints—once in a million."

"There is another way of doin' it," she continued. "It's a little more complicated. The girl has the baby under any old name she wants. You pick up the baby outside the hospital—I can't let you go in the hospital, they suspicion you right away. You pick up the baby and take it home. You take along the birth certificate. About six months later, you adopt the child in your home state. Tell the investigators the girl gave you the baby to look after and never came back for it. Leave my name out. They'll check around here, but you tell 'em the girl lived with Mrs. M. I'll fix it up so Mrs. M stands by the story. She always does that. So does the girl. That leaves me out. No one knows you got the baby through me." I wondered aloud whether perhaps the sovereign states of Texas and Arkansas might object. She looked at me with a stern eye. "Mr. . . . what did you say your name was? . . . I control between 250-350 votes around here. I don't fail to put 'em out of office if they cross me."

"I Just Chase 'em Away"

I asked if the welfare agencies bothered her. "Not much. They suspicion what I'm doing, but, you see, I'm out of it when the actual transferrin' is done. I just get folks together. When the welfare people come around, I just chase 'em away."

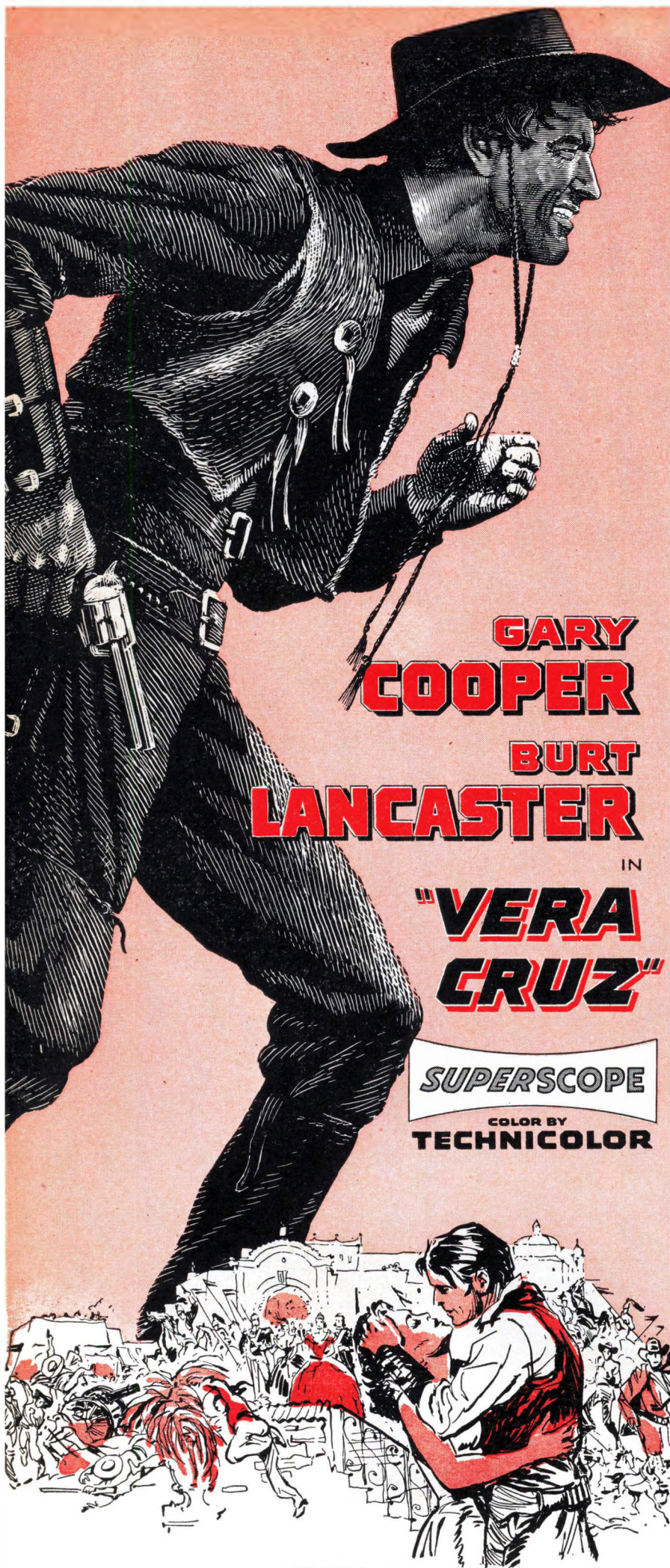
We talked a while about the competition, which apparently is heavy in that part of the country. (I later met some of the competition.) It was hard to get enough girls. And sometimes they were ungrateful wretches. "A couple had me arrested for kidnaping their babies after I helped 'em out of a real jam. Said I'd gotten \$10,000 apiece for their kids and they wanted it. Threw it out of court. The Judge said, 'This woman,' meaning me, 'has done more for her county than any woman I know.'"

We came now to the cost. "Never had one over \$600," she said. "And I have had 'em as low as \$350." Would she mail me some information on the subject? "I don't mail nothin'," replied the lady who had done so much for her county.

I asked her what my wife should say to neighbors when we returned home with a baby. "Best thing to do is move. As for your friends, tell 'em anything. Don't worry—it will look like you anyhow."

Mrs. Hightower is not unique. She operates in a common pattern—she ignores the mother's rights and the rights of the baby and serves a customer. Her existence depends on the fact that there is no interstate control over her non-Texas placements and on her ability to conceal the operation. As the woman who bounced the rubber check said, there is no obstacle in the other states to prevent concealment from the court of the fact that the baby was bought in Texarkana. Under the usual adoption procedure, a judge in any jurisdiction is the last man to know the truth in this kind of a transaction. The judge isn't venal, he isn't lazy. He is confined to the information in the papers submitted to the court, including the report made by the investigator—either a social agency or private individual. If, with the collusion of the parties involved, they falsify the facts to the investigator and, in turn, to the court, the judge unwittingly sanctifies a black-market operation.

Getting a baby through the black market may take some time and travel, but there is available a package deal by telephone. At the



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IN

**"VERA
CRUZ"**

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Screenplay by ROLAND KIBBEE and JAMES R. WEBB - Story by BORDEN CHASE - Produced by JAMES HILL - Directed by ROBERT ALDRICH
A HECHT-LANCASTER PRODUCTION - Released thru UNITED ARTISTS

COMING SOON TO YOUR FAVORITE THEATRE!

the truth about the baby black market

moment, such trade is brisk in Chicago. On November 17, at a Midwest judge's suggestion, I telephoned a certain Chicago lawyer. He could handle my needs to adopt a child, he told me, because, as he said, "The laws of Illinois are the most liberal in the U. S. and we want children to have a good home and become good American citizens and be a credit to our country." This attitude is not unique.

He explained that several Chicago lawyers were doing such work and that most of his clients came from New York, Detroit, Boston and California. "Sent out a nice little baby to New York the day before yesterday." He guessed he had supplied about fifteen children to his New York clients in the past three or four years.

What did he need from me as a preliminary? Only my name and address, the name of my clergyman and the name I would like to give the child. You can send in your background after you have the child. (There it is again; the deed is done before the facts are presented. And in this case I am master of my own set of facts.)

I asked how long it would take. "You better give me your business and home phone number," he said. "These things move pretty fast. We can do it in a day, once the child has been born. You get here at 9 a.m. and you are free to leave by 3-3:30."

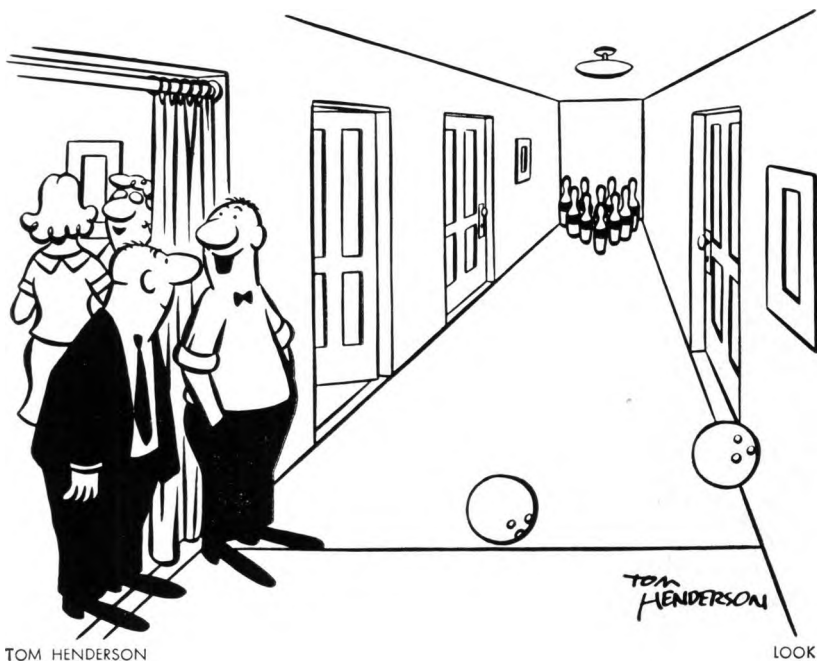
He assured me that this was all legal. And the sad fact is that he was right. "You know," he said, "some clients say to me when we leave the courtroom, 'Is this on the up and up? The judge didn't ask me one question.'" He laughed. He told me further facts about the Illinois law: It does not require an investigator in an adoption case to be an officer of the court. And once a mother signs a waiver, she can never change her mind. An Illinois adoption is legal the world over, the lawyer told me proudly. Although I gathered from our conversation that the adoption may not become final until six months after the baby is handed over, this would appear to be a mere formality. The decree rests primarily on facts supplied by me. How can either the lawyer or the judge know whether I've deceived them?

Now came the matter of price. "Everything has gone up. The hospital bill is usually about \$150; the doctor gets \$200 to \$250; and the girl may need some help before and after the baby is born. It will cost you between \$2,000 and \$2,100."

I couldn't resist asking him if his fee was included. "Yes. It's almost like what you would call a package deal."

So, if you want a baby and you can supply the name of a clergy-

continued



"The moment we saw this house we realized it had tremendous possibilities."

**The
Battle
Of The
Giants
in
The
Biggest
Spectacle
Of Them All!**

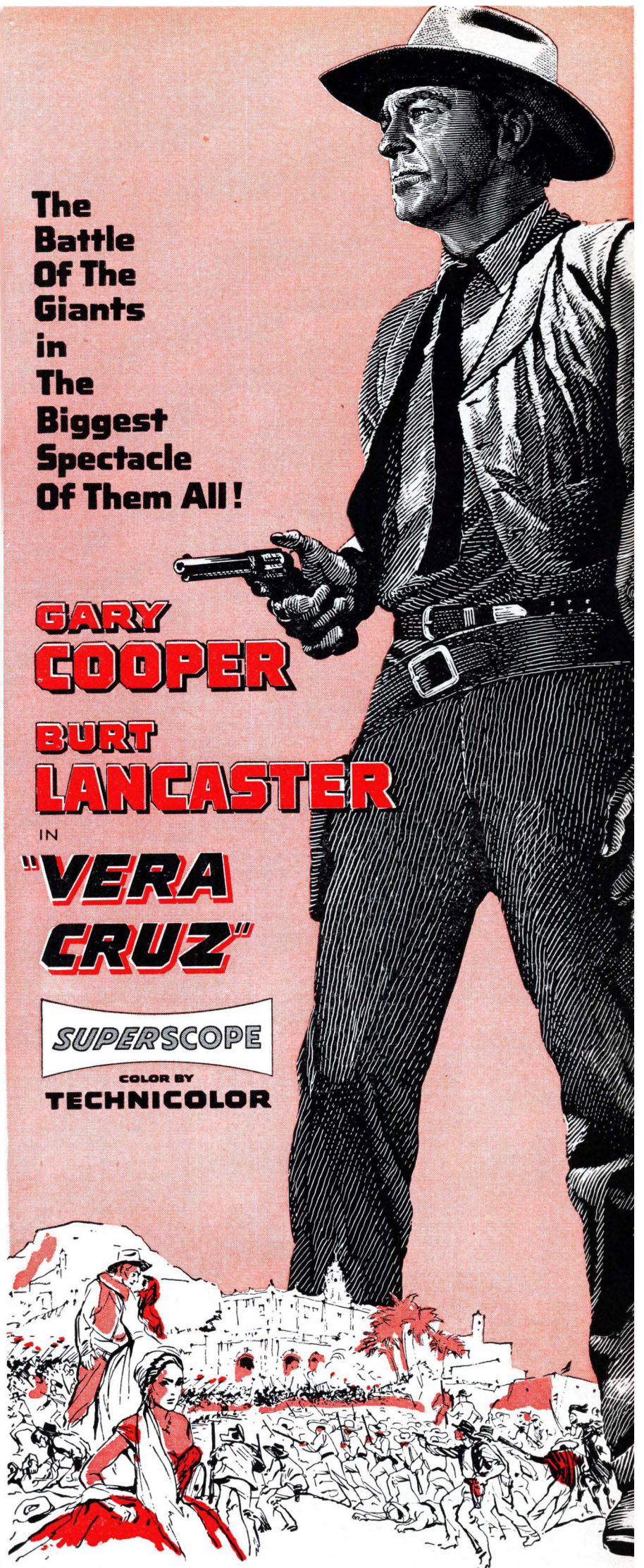
**GARY
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IN
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COMING SOON TO YOUR FAVORITE THEATRE!

There are some well-meaning people who contribute to a "blind market"

man and you have \$2,100, all you need do is spend seven or eight hours in Chicago and walk away with a real, live, breathing human being. The law is with you.

Mrs. Hightower is one kind of intermediary; the Chicago lawyer is a second type, a man who acts the role of an agent for the prospective parents. There is a third common type which is not exactly in the black market; "blind market" might be a better word. They love the exquisite thrill of granting life and happiness to others. Their intentions are of the best, but the results can be just as tragic as those brought about by the most venal black-market operation.

Not long ago, a young man came into my office in a fury. He was a musician who had just returned from Europe to learn that, in his absence, his wife had become a mother—which he anticipated—but that she had given up her child for adoption. "I want my baby back," he told me, "and I'll spend the rest of my life getting it."

"She Must Have Been Lying"

My investigation revealed that the mother had come from the South to a New York doctor. Picturing herself as an unmarried girl in trouble, she begged his help. The doctor, like every doctor, knew a couple who desperately wanted a baby and who he felt were fully capable of taking care of one. So, wanting to do a good deed, he consulted a lawyer, and the necessary adoption arrangements were completed. When I told the doctor of the existence of a slight legal complication in the form of an irate husband, he was flabbergasted. "My God," he said, "she wept all over the office that she could never stand the shame of bringing an illegitimate child into the world. She must have been lying."

Further investigation disclosed that the people who had the baby had already suffered one shock—previously, a mother had reneged and demanded back a baby they thought was to be their foster child. The musician filed a writ and fought in court for his baby. He lost, but today he still vows he will get back his child. And the people who have it wonder if perhaps some day he will. The doctor's well-meaning but uninformed act brought sorrow all around.

This fall, I visited 40 doctors picked at random. When I said I was interested in getting a baby, six of them told me to see a licensed adoption agency. But the remaining 34, without any investigation of my background, said they would help. And not one, not even one, hinted that he wanted anything beyond his normal fees. They all wanted just to make people happy.

The potentialities of misery in this sort of unlicensed, unsupervised handing about of babies can be seen in three startling statistics: There are an estimated 1,000,000 American couples trying to adopt babies; there are only about 53,000 babies available each year; and a California study showed that 38.9 per cent of the women who let their children go through private placement were married or had other legal ties.

We have looked at three unwholesome situations that confront society. They are all of them morally wrong, however local law may regard them. Now let's see what we can do about them. There is no magic solution, but, certainly, better community services to the unmarried mother will reduce the number flocking to black-market baby operators and dubious commercial maternity homes. At most commercial maternity homes, the mother has the Hobson's choice of relinquishing her baby in order to have it. Often, I found, she must sign an agreement before birth to give up her child for adoption in exchange for room and board. If she wishes to keep her child, she must pay all expenses, which can run as high as \$1,000.

She needs guidance, usually available at shelters such as the Florence Crittenton Homes, before and after her baby is born. She doesn't get it in the commercialized maternity home. An unmarried mother who has had the benefit of understanding advice is better able to decide whether to raise or relinquish her child and will stick to whichever decision she makes.

The people in Seattle, Wash., recognized that fact in 1949. Washington had its share of commercial maternity homes, advertising like so many bingo parlors. Their main attraction, of course, was the fact that a girl in trouble could burrow into anonymity until

her child was born. The social agencies scare off many girls who doubt the promises of anonymity and are not aware of the treatment offered. The ad in the paper looks like a beam from heaven. Recognizing this, a social agency decided to use ads too. In April of 1949, two newspapers in Seattle carried identical ads:

"MATERNITY care for unmarried mothers. Including doctors, hospital and living arrangements. Confidential." A telephone number was given. Thus was born the "Washington Plan," in my estimation a step in the right direction.

With the full backing of the Council of Social Agencies and with modest sums from the Seattle Community Chest, this plan is operated by the Washington Children's Home Society. Assigned to the program is social worker Elizabeth Weinzirl. She picks up the phone when an ad is answered and looks after the girl and her interests until she leaves the hospital—with or without her baby as the girl may choose.

Doctors, paid a nominal fee, are not hesitant to work through the agency. There is a panel of fourteen doctors available; two hospitals make special arrangements; and a girl can stay home, board out or live in a private home where she is paid for easy work.

In 1953, this agency handled 103 cases from 20 states and Alaska. Seventy-four mothers confidentially turned their children over to the agency for adoption and seventeen chose to keep them. The remaining cases are not yet resolved.

Statistics are one thing, but sounder proof of the success of the Washington plan was a simple statement by Miss Weinzirl when I asked her about the commercial maternity homes in Seattle. She answered happily, "They're all gone."

In a subsequent issue of LOOK, Ernest A. Miller will tell his latest findings about the international baby black market.



LOOK

LARRY REYNOLDS

"His yacht is nothing. What makes your eyes pop is the swimming pool he keeps it in."

DuBouchett Cordials

(say doo-boo-shay)

Many, Blanc

*Smartly gift-wrapped,
delightful to receive...practical to give.
Choose from 23 delicious cordials today.*



*Delightful
straight drink.
With crushed ice,
makes a
delectable frappe!
60 proof*



*Serve straight
or as Alexander
cocktail.
Luscious topping
for ice cream!
60 proof*

*A traditional
straight favorite.
Superlative
as a hot toddy!
70 proof*



MANY, BLANC & CO., SCHENLEY, PA.

Write for free recipe book: DuBouchett Booklet, Suite 3623, 350 Fifth Ave., New York, N.Y.

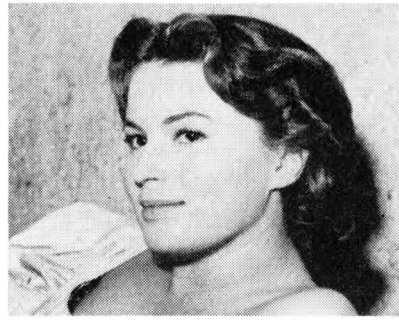
What have VICEROYS

got



that other filter cigarettes haven't got?

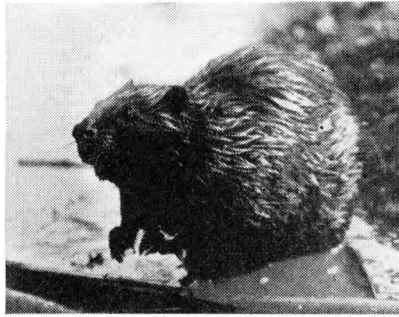
PHOTOQUIZ



1 An Italian actress well known in the U. S. is:
(a) Anna Magrani (c) Rosanna Podesta
(b) Gina Lollobrigida (d) Silvana Mangano



2 A signpost like this one might be found in:
(a) Ireland (c) South Africa
(b) Wales (d) Canada



3 A top engineer of the animal world is the:
(a) otter (c) opossum
(b) beaver (d) raccoon



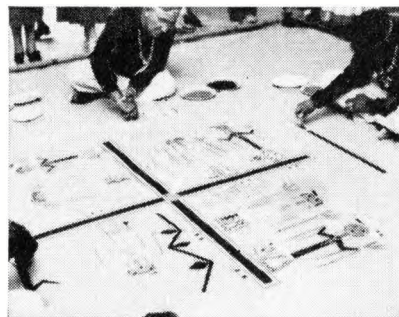
4 This metal utensil for cooking is known as a:
(a) saucepan (c) mess tin
(b) frying pan (d) canteen



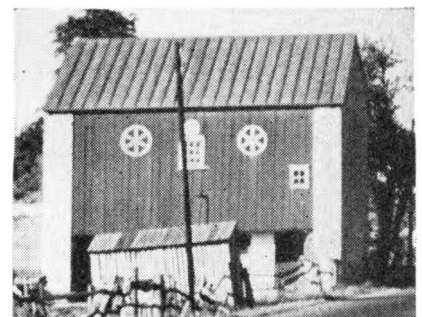
5 The skier on a straight, high-speed run is:
(a) geländesprungung (c) christying
(b) schussing (d) skijoring



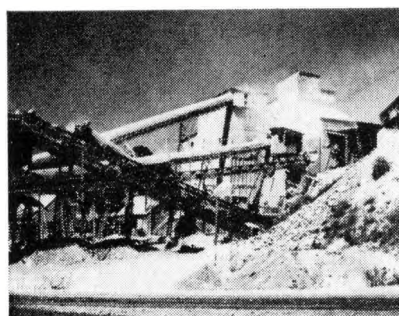
6 The pretty Metropolitan Opera coloratura is:
(a) Roberta Peters (c) Dorothy Kirsten
(b) Blanche Thebom (d) Elena Nikolaidi



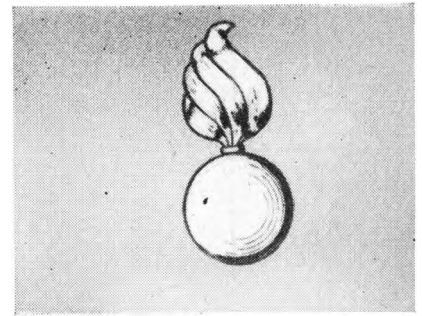
7 These Navajo medicine men are engaged in:
(a) rug weaving (c) sand painting
(b) fabric designing (d) card playing



8 The designs on this barn in Pennsylvania are:
(a) advertisements (c) fairy rings
(b) wagon wheels (d) hex marks

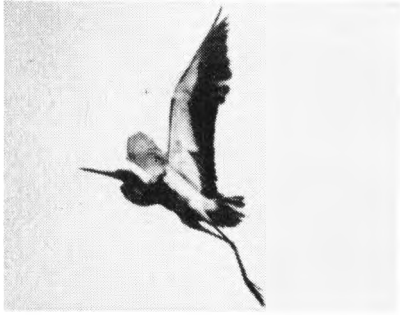


9 The operation taking place here is called:
(a) quarrying (c) sand hogging
(b) strip mining (d) coal mining



10 Officers with this collar insignia are in:
(a) the Medical Corps (c) the Signal Corps
(b) the Ordnance Department (d) the Infantry

To test your skill at recognizing pictures of people, places and things, try this Photoquiz. Score 5 for each correct answer you get. A score of 65 is passing; 70, fair; 80, good and 90 or above, excellent.



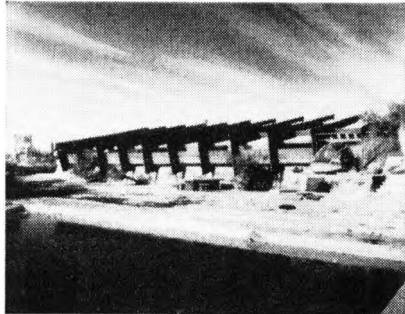
11 The water bird in flight is a long-legged:
(a) king rail (c) blue crane
(b) heron (d) stork



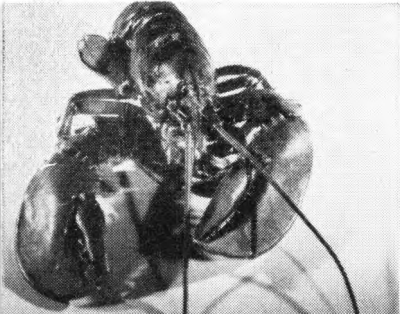
12 Founder of Methodism (18th century) was:
(a) William Penn (c) John Wesley
(b) Oliver Cromwell (d) John Knox



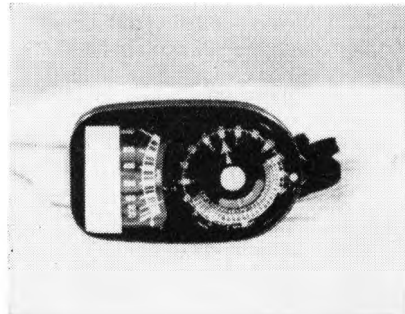
13 Highwayman Macheath was played by:
(a) Michael Wilding (c) Alec Guinness
(b) Cary Grant (d) Laurence Olivier



14 Taliesin West is home of noted architect:
(a) Frank Lloyd Wright (c) Christopher Wren
(b) Walter Gropius (d) Le Corbusier



15 A crustacean prized by sea-food lovers is a:
(a) crayfish (c) lobster
(b) rock crab (d) shrimp



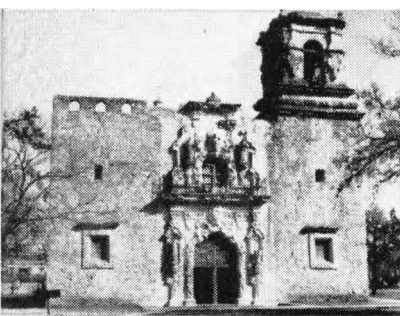
16 Handy in photography is this instrument, a:
(a) filter kit (c) range finder
(b) exposure meter (d) slide viewer



17 Popular with tourists are the bookstalls in:
(a) Brussels (c) Paris
(b) Copenhagen (d) Naples



18 Evergreen often used for Christmas trees is:
(a) the spruce (c) the hemlock
(b) the pine (d) the juniper



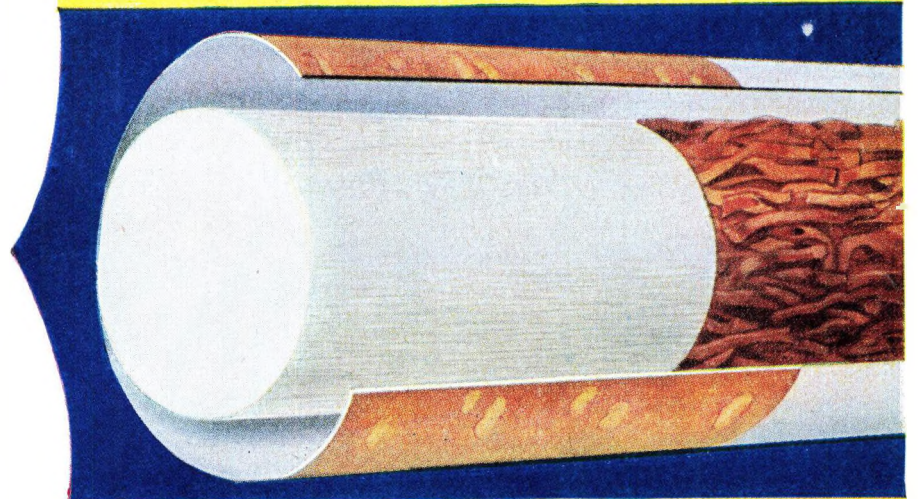
19 This style of architecture can be found in:
(a) Boston (c) Cincinnati
(b) Philadelphia (d) San Antonio



20 He wrote *The Wayward Bus*; his name is:
(a) William Saroyan (c) Saul Bellow
(b) John Steinbeck (d) Ernest Hemingway

THE ANSWER IS

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in every
Viceroy Tip



*New King-Size
Filter Tip*

VICEROY

WORLD'S LARGEST-SELLING
FILTER TIP CIGARETTE



ONLY A PENNY OR TWO MORE THAN
CIGARETTES WITHOUT FILTERS





Only the Finest is Fine Enough for Christmas



*Give Seagram's and
be Sure*

For the Names at the Top of Your List

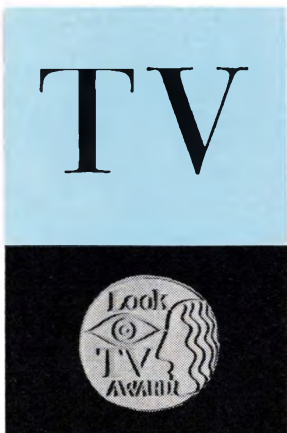
SEAGRAM'S V. O. CANADIAN WHISKY—A BLEND... OF RARE SELECTED WHISKIES... 6 YEARS OLD —86.8 PROOF.
SEAGRAM'S ANCIENT BOTTLE DISTILLED DRY GIN. DISTILLED FROM AMERICAN GRAIN. 90 PROOF. SEAGRAM DISTILLERS COMPANY, NEW YORK, N. Y.

BEST COMEDY TEAM OR COMEDIAN: George Gobel, NBC-TV. (For superior humor and continuing originality in the presentation of comedy—by an individual or a team, with or without a supporting cast.) Dead-pan George Gobel (with daughter Georgia, 4) piloted his new series to winning position in record time and registered the most decisive victory of any performer.



Fifth Annual

LOOK TV AWARDS



*Several hundred professionals have
chosen the 13 programs of highest consistent merit
during the 1954 season*

Television assumes growing importance in American life. Recognizing its influence in entertainment and in dissemination of information, Look presents its Fifth Annual TV Awards. Once again, more than a thousand professionals—including producers, directors, agency directors, television columnists and editors—have been polled to select the outstanding programs. In the first ballot, the participants

were asked to name three favorite shows in each of 13 categories. When those nominated had been tallied, they appeared on a second ballot, with win-place-and-show preferences listed in alphabetical order, which was mailed to voters for their final selections. The results were tabulated by the accounting firm of Ernst & Ernst. The winners in the fields are to be found on this and the following pages.

BEST PRODUCER: Fred Coe, NBC-TV. (For the individual who best organized, and most creatively presented, a television series.) From production assistant to TV's top producer in less than ten years is the story of Fred Coe. Among other achievements, he has served as dramatic consultant to an advertising agency and as executive producer of *Television Playhouse*, *Mr. Peepers* and some of the NBC spectaculars.



BEST DIRECTOR: Jack Webb, NBC-TV. (For the individual who most effectively utilized the skills of actors and technicians in television presentations.) On *Dragnet*, actor-writer-producer Webb's realistic understatement popularized a unique directorial style. Like most successes, it has been parodied by countless funnymen and imitated by almost as many directors.



Millions of dollars and thousands of hours are spent to achieve the best in free



BEST EDUCATIONAL PROGRAM: *Omnibus*, CBS-TV. (For the series which most effectively presented educational material to the TV audience.) On the program's debut, emcee Alistair Cooke predicted it would be "a vaudeville show covering the arts and entertainment of many centuries." The result: a winning combination, ranging from the serious to slapstick. At right, Hermione Gingold and Phillipa Bevans in *hats*, a light moment in the show.



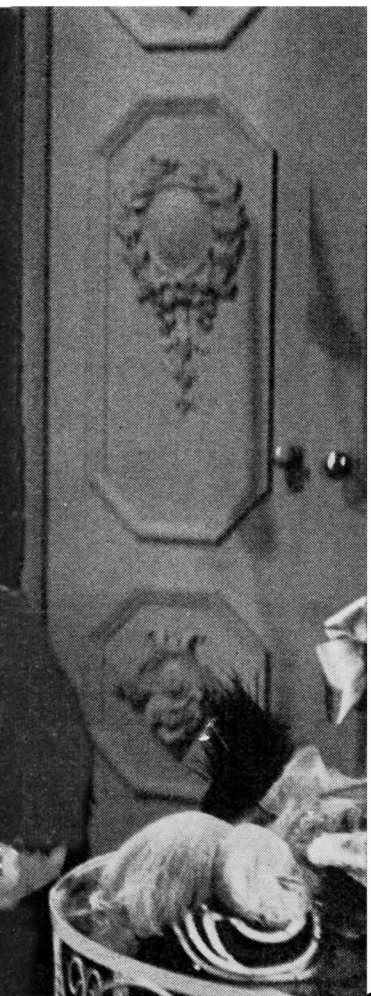
BEST MASTER OF CEREMONIES: Garry Moore. CBS-TV. (For the master of ceremonies who best contributed continuity, pace or distinction to a program.) Garry Moore, a TV veteran of five years' experience, manages to keep the proceedings informal with his quick-witted and spontaneous approach.

entertainment



BEST DRAMATIC PROGRAM: *U. S. Steel Hour*, ABC-TV. (For the drama series which most consistently presented plays of high merit—original or adapted.) As the critics said, Helen Hayes, starring in *Welcome Home*, “bubbled with humor and warmth and brought the magic of the stage into the living room.” Other memorable shows: *Goodbye, But It Doesn't Go Away*; *Fearful Decision*; *The Last Notch*.

continued





BEST NEWS PROGRAM: John Cameron Swayze, NBC-TV. (For the most effective and interesting presentation of news.) Newscaster Swayze wins his third LOOK Award for straight, factual, dramatic reporting.



BEST VARIETY PROGRAM: *Toast of the Town*, CBS-TV. (For the variety show which presented the most interesting and entertaining programs.) Ed Sullivan has an eye for talent and goes far afield to find it. Above, on his show he chats with comic Albie Gaye and others from off-Broadway revue *I Feel Wonderful*.

TV audiences applauded everything from sober reporting to top racing thrills



BEST SPORTS PROGRAM: *Cavalcade of Sports*, NBC-TV. (For the most informative sports analysis or effective on-the-spot reporting.) TV coverage gave the public choice seats at the Kentucky Derby and other exciting classics of the turf, as well as at the most discussed contests in big-time football, boxing and baseball.

BEST QUIZ OR PANEL PROGRAM: *You Bet Your Life*, NBC-TV. (For the most interesting or entertaining quiz or panel show—excluding programs devoted to discussions of public affairs.) Groucho Marx's joke fest has been called "King Leer and his Court."

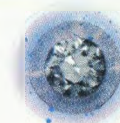
continued





DE BEERS CONSOLIDATED MINES, LTD.

*There is a brief, enchanted time for
lovers when all their world is bright with dreams.
Happily, they may recall it always, in the
lights of her engagement diamond.*



1/4 carat \$88 to \$200 1/2 carat \$225 to \$475
1 carat \$600 to \$1227 2 carats (shown) \$1350 to \$3182
Average prices for top-grade engagement
diamonds (unmounted) offered by represent-
ative jewelers in October, 1954. Add tax.

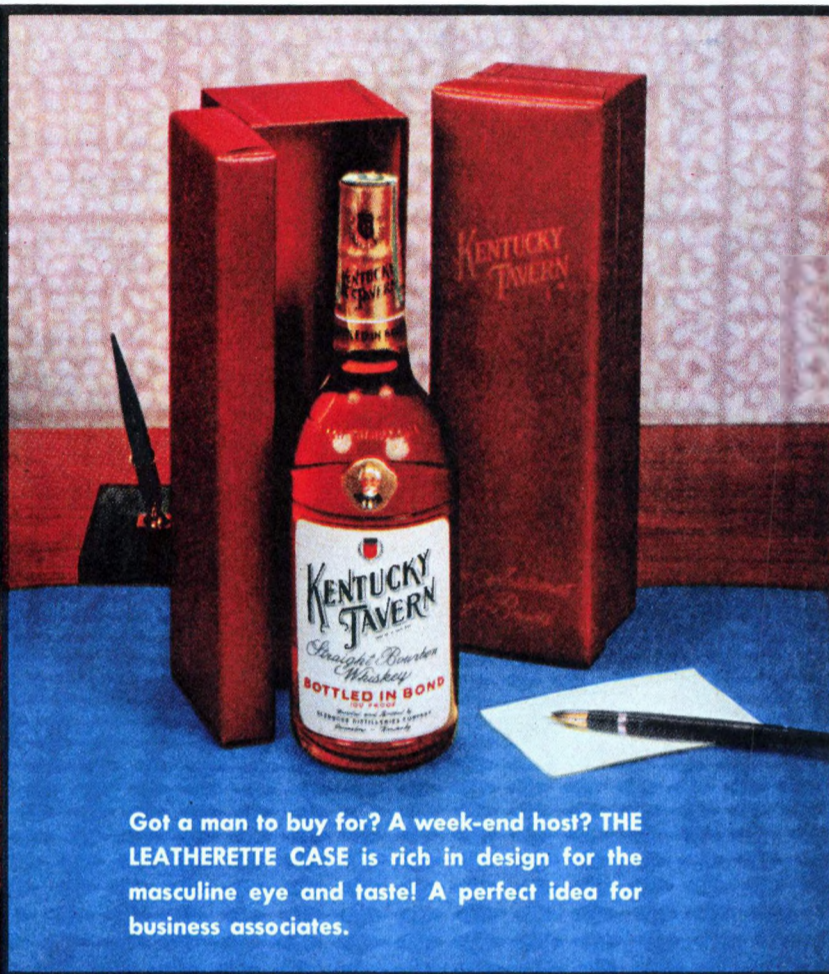
A DIAMOND IS FOREVER

3 Cheers...for the Holidays

Always in good taste...
Smart Gifts of Fine Whiskey



This KENTUCKY TAVERN GIFT DECANTER will flatter your friends. Its sophisticated design and the rare quality of the whiskey make it especially appropriate for those "hard to buy for" names.



Got a man to buy for? A week-end host? THE LEATHERETTE CASE is rich in design for the masculine eye and taste! A perfect idea for business associates.



Everybody will get a boot out of the clever KENTUCKY TAVERN "BOOT 'N BOTTLE!" The whiskey is too good to keep, but the boot will find a dozen uses as a novel Holiday decoration piece.

Here's the smart way to breeze through your gift list with "something out of the ordinary!" Always appreciated, these smart Kentucky Tavern Holiday Gift Packages cost no more than the regular bottle! As gifts they'll reflect your perfect taste... because the *taste* of Kentucky Tavern has made it *The Aristocrat of Bonds*.

Designed by Glenmore...the house with the Holiday Spirit...

KENTUCKY
STRAIGHT
BOURBON
BOTTLED IN BOND
100 PROOF

**KENTUCKY
TAVERN**

GLENMORE DISTILLERIES COMPANY
LOUISVILLE, KENTUCKY



BEST CHILDREN'S PROGRAM: *Ding Dong School*, NBC-TV. (For the most intelligent presentation of material designed primarily for children.) Miss Frances (Dr. Frances R. Horwich

of Chicago) conducts the world's largest nursery school. Her work arouses the admiration of both small fry and fellow educators and also wins the everlasting gratitude of millions of harried mothers.



These programs recognize the
dignity and intelligence of man



BEST RELIGIOUS PROGRAM: *Life Is Worth Living*, Du Mont. (For outstanding achievement in the treatment of spiritual or inspirational themes.) Bishop Fulton J. Sheen hopes that his weekly, nondenominational chats "may have a message for men and women of all faiths or of no faith."

BEST PUBLIC AFFAIRS PROGRAM: *See It Now*, CBS-TV. (For the special or continuing series which made the most significant contribution to public understanding of important issues.) In '54, Edward R. Murrow (shown with poet Carl Sandburg) made TV history by taking an editorial stand in the political controversy surrounding Sen. Joseph McCarthy.

END

*If Santa Claus shaved—
this is what he'd use*



Norelco's whirlaway action outshaves them all

Men who are good hinters are hoping for a Norelco in their Christmas stockings. Wise fellows! They've heard about wonderful rotary Whirlaway Action—electric shaving's first basic improvement in 20 years, and found only on Norelco. Here's how it works:

Your whiskers rarely grow in orderly rows like this.

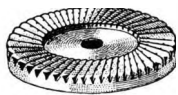


They grow every which way—in whorls, clumps, patches, curves.



That's where ordinary, straight-headed shavers run into trouble. They often have to keep going over and over the same spot. This, like a scraping blade, can be hard on your skin.

It's a different story with Norelco. First, the patented skin-stretcher (no other shaver has one) flattens your skin, upending each whisker. Then the slots in Norelco's station-



ary skin-guard discs catch these whiskers *no matter which way they grow*—generally the first time over.



Finally, Norelco's rotary-action blades deftly whisk your whiskers away, shaving 'em off *skin-close*, at 4000 r.p.m.—quietly, without vibration, without heating up.

In other words, Norelco alone is designed to deal with your beard's *natural growth pattern*. The superiority of Norelco's method has been proved by two decades of research in one of the world's greatest laboratories.

Norelco is also the easiest of all shavers to live with. It's designed to fit the hand. It's self-sharpening. Its fine brush motor is lubricated for life. No fumbling with parts while

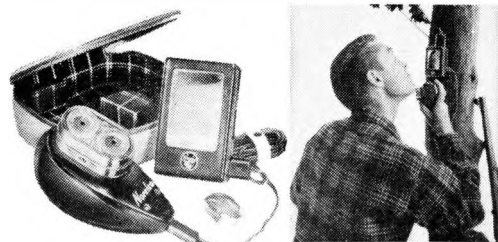
**First Choice in 70 Countries—
Largest-Selling Electric Shaver in the World!**

cleaning. The head lifts off easily in one piece . . . a puff of breath . . . snap on again. You can do it with your eyes closed.

One last thing. Weekend stubble is no problem with Norelco, because Norelco cuts longer hairs, which other shavers can't handle. You can even trim the back of your neck between haircuts.

For years of shaving at its modern best, give a Norelco this Christmas!

15 day FREE home trial. Ask your Norelco dealer about no-obligation home trial of the smoothest shave ever, wet or dry. For Christmas gifts, free trial period starts Dec. 25, not the date of purchase.

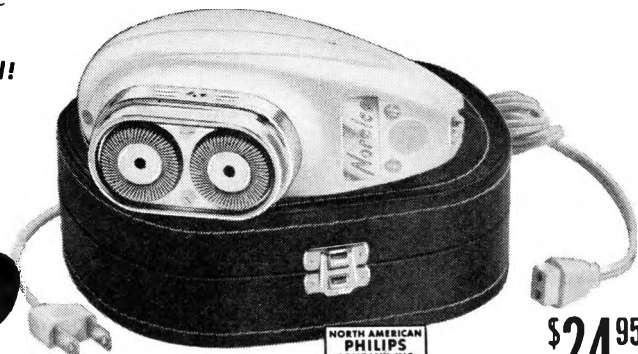


Travelers, Servicemen, Outdoor Men!—a Special NORELCO!

An electric shaver you don't even have to plug in—the super-convenient Norelco Sportsman! Works on flashlight batteries or from car lighter. A true luxury gift. With metal mirror, leather case (less batteries) . . . **\$29⁹⁵**

Norelco

Rotary Electric Shavers



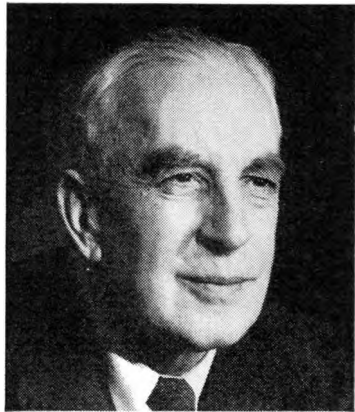
\$24⁹⁵

AC/DC
with travel case

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NORTH AMERICAN PHILIPS COMPANY, INC., 100 E. 42nd St., New York 17, N. Y. Other products: High Fidelity Radio-Phonographs, Research and Control Instruments, Electron Microscopes, Medical X-ray Equipment, Electronic Tubes and Devices.

LOOK APPLAUDS



ARNOLD TOYNBEE

One of the most respected writers of our generation is a quiet, scholarly Briton named Arnold Toynbee, who recently published the final four volumes in his brilliant *A Study of History*. This ten-volume work, thirty years in the making, examines the ideas of all civilized societies since the beginning of recorded time. According to Toynbee, all civilizations follow cycles of growth and decay: They respond to challenges when they are young and vigorous; later, they undergo times of trouble; finally, they disintegrate and are superseded by a universal state. As director of studies of the Royal Institute of International Affairs in London, Toynbee applies his historical perspectives to the problems of today. He finds many symptoms of breakdown in our Western society, yet he believes that a rediscovery of religious faith can save the West from sinking into oblivion. Some scholars dispute Toynbee's central theme—that civilizations exist to serve religion; no one questions the magnitude and originality of his work.



ROSALIND WYMAN

Politics is not a dirty word to Rosalind Wiener Wyman of Los Angeles. Ever since 24-year-old Rosalind can remember, she has wanted to be a politician. Last year, fresh from college, she staged a vigorous campaign for a seat on the Los Angeles City Council and won, becoming the youngest member in council history. Besides representing a district of 160,000 people, Rosalind heads the Recreation and Parks Committee and serves on the Personnel and Public Health and Welfare Committees. Her chief interest is in making Los Angeles—now the nation's third largest city—a better place to live, in terms of housing, child welfare, cultural benefits and recreation facilities. A liberal Democrat, Rosalind feels a strong sense of responsibility to her fellow citizens, because the City Council is the governing body closest to their daily life. Her concept of public life is, "Service, not personal glory." Last summer, Rosalind married Eugene Wyman, a Beverly Hills attorney. City Councilwoman Wyman plans to combine housekeeping and a family with her sixty-hour-a-week career.

AT LAST... A DRIPLESS WINE BOTTLE AND ONLY ROMA WINES HAVE IT



Only the choicest California grapes
are selected for ROMA



Careful ageing and old-world skills
assure you the goodness of ROMA



There's a compliment and
a treat in every glass of ROMA



NO MORE RUINOUS WINE STAINS
on table linens, furniture, clothes!
Now, when you pour the fine
wines of ROMA from the world's
only Dripless Bottle, you don't
pour spots, too! The last drop al-
ways stays in the bottle!

NO MORE MESSY DRIPPING! The
Magic Top of ROMA's new Drip-
less Bottle miraculously cuts off
the wine each time you pour—
ends the nuisance and embarrass-
ment of messy drips. Now you
won't give dripping a thought!

NO EXTRA COST! You pay no more for the fine wines of ROMA in
the amazing Dripless Bottle. For parties, family gatherings, when-
ever you enjoy having wine . . . invite ROMA! Choose your favorites
from the ROMA family of fine wines. They all await your pleasure!

THE FINE WINES OF

ROMA

Roma Wine Company, Fresno, California

LOOK ON THE

Light Side

EDITED BY GURNEY WILLIAMS



Phil Witte

LOOK



WILLIAM STEIG

W. Steig

LOOK

"Would anyone like to be hypnotized?"



JOHN RUGE

LOOK

"The first thing we should remember is that we don't say we're 'real gone' about Mozart."

You furnish the crime, I'll furnish the pictures

Ever wonder whether you, too, could sell picture stories to the true crime and detective magazines? The knack is in typing the captions first, then getting photos to fit. For example, on a murder several years back, I snapped pictures of a roadside, an old car, a gas station and two men of the community, and bought postcard photos of the state prison and a panoramic view of Springfield, Mass., for five cents each.

Now watch the unfolding of a story, in pictures:

Huddled, bullet-riddled form of victim was tossed into roadside ditch at point near photo.

Getaway car? This muddy, battered sedan was abandoned some miles from crime scene. Police later established it was not connected with murder.

Red schoolhouse, once attended by brutally slain victim, formerly

stood on site of filling station shown here.

Murder weapon traced. General view of factory section in Springfield, Mass. Slayer's revolver came from an arms plant in this city.

Led man hunt. Sheriff Fred Bates, of Central County, bore a striking resemblance to his brother Ted, pictured here.

Tip-off phone call? Above, second from left, is Elmer Wheatstone, superintendent of the Mid-County Telephone Co. Wheatstone stated mysterious calls, if any were made, could have been placed from any of the seven pay phones his company maintains.

End of crime trail. Photo shows grim walls of state penitentiary. This modern institution was completed same year shocking, unsolved murder told in these pages took place.

HOWARD FRANKLIN

Tagged

One needs the proper frame of mind—
I've noticed people staring.
Those cleaner's tags I cannot find
I frequently am wearing.

D. E. TWIGGS

Quiet zone

My pleasure, this month, is unalloyed
At being currently unemployed,
And this is the reason I feel so hearty:
I needn't go to an office party.

MARGARET FISHBACK ANTOLINI

A diplomatic doctor never tells a woman she will soon be looking her old self again.

FRANCES RODMAN

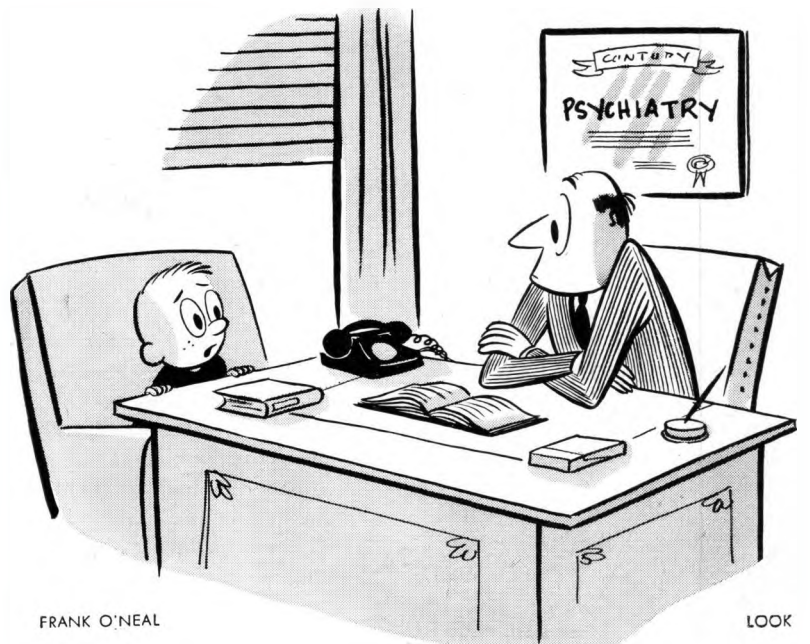
The true value of horse sense is shown by the fact that the horse was afraid of the automobile during the period when pedestrians were laughing at it.

FLOYD R. MILLER

Famous lost words

I can't help feeling a twinge of sympathy for that Pennsylvania man who was recently indicted by the government for offering a \$1,000 bride to the Republican party in return for his appointment as postmaster in his home town.

—S. J. H. in the Halifax (N. S.) Mail-Star.



FRANK O'NEAL

LOOK

"I'm worried about my father. He thinks he's Santa Claus."



*Merry, Merry,
Merry, Merry
Christmas!*

4 OF THE GRANDEST
GIFTS YOU CAN
GIVE FOR PURE
SMOKING PLEASURE!

R. J. Reynolds Tobacco Co.
Winston-Salem, N. C.



CAMEL

America's most popular cigarette for Christmas-giving. For more pure pleasure, no other cigarette is so rich-tasting, yet so mild as Camel!



CAVALIER *King Size*

The king-size cigarette that gives an extra measure of both sides of smoking pleasure — mildness to feel . . . flavor to taste!



WINSTON

King Size, Filter Tip

The new, easy-drawing filter cigarette with the finer filter and finer flavor. Winston tastes good — like a cigarette should!

*All
Daily
Packaged
Ready to
Give*



**PRINCE
ALBERT**
Smoking Tobacco

Year after year, America's most popular smoking tobacco. Give the 1-lb. tin to your pipe-smoking friends!

Great days coming—
the time is nigh
to double and triple
the family supply!

Now is the season
of all the year —
When doorbells jingle
and "Company's here!"

"Fresh up"
with **Seven-Up**
the all-family drink!

Copyright 1954 by The Seven-Up Company

Take home **24 bottles**
Buy 7-Up by the case. Or
get the handy 7-Up Family
Pack... easy-lift center
handle... easy to store.
Buy 7-Up wherever you see
those bright 7-Up signs!